

# WESTERN MUSIC & RADIO TRADES JOURNAL



AUGUST 1927





"The Ampico is the very artist himself, endowed with the life and breath of his playing. I am proud and happy to have recorded my playing for this incomparable instrument."

*Robert Goldsaudt*

# The AMPICO

An analysis of the claims made for various reproducing pianos will demonstrate the supremacy of the Ampico to a degree which leaves no real basis for comparison.



*Patents covering scientific principles of recording and reproduction, absolutely essential to a perfect re-enactment of the artist's playing, are used and owned exclusively by the Ampico.*

THE AMPICO CORPORATION  
NEW YORK

AMPICO, LTD.  
LONDON



August twelfth, 1877  
Thomas A. Edison startled the world  
with the invention of a machine upon  
which "speech and song could be ac-  
tually recorded."

1877

Fifty years of continual Edison research and development and...

*Thomas A. Edison*

1927?





**CONN**  
 BAND  
 INSTRUMENTS  
 WORLD'S LARGEST MANUFACTURERS



# Advertising

Month in and month out, year in and year out, Conn advertising appears in the leading national as well as the professional publications.

The message of this advertising is two-fold. First, it sells the band and orchestra idea, broadening the market and increasing the number of prospects.

Secondly, it impresses the merits of Conn instruments themselves, the exclusive features which are the basis of their superb quality.

The thousands of definite prospects developed by this advertising are invariably referred to the Conn dealers in their respective communities.

We welcome correspondence from interested dealers. Your territory may be available. Write now.

**C. G. CONN, Ltd.**  
 861 Conn Bldg. Elkhart, Ind.



# Western Music and Radio Trades Journal

Published Monthly by

BYAM PUBLISHING COMPANY

501 Commercial Exchange Bldg., Los Angeles, Cal., Phone VA 7070

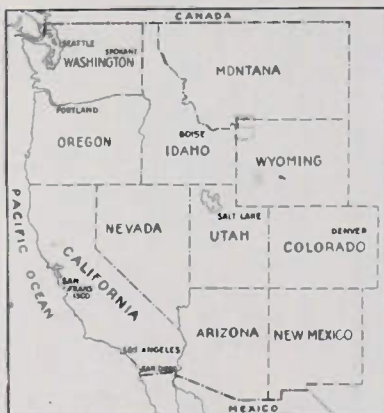
*San Francisco Offices*  
180 NEW MONTGOMERY ST.

*Eastern Manager*  
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IRA R. ALEXANDER    FRED L. W. BENNETT  
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Spokane, Wash.     Portland, Oregon

E. E. PATTERSON    G. B. WADSWORTH  
225 Securities Bldg. 407 Moraga Rd.  
Seattle, Wash.        Piedmont, Calif.

*Communications from readers so-  
lited on all matters pertaining to the  
music industry.*

AN OFFICIAL WESTERN SPOKESMAN  
*Devoted to the Interests and Advancement  
of Music and Radio Merchandising  
in the Eleven Western States*

*Announcing*  
The Merger of  
**Western Music Trades Journal**  
and  
**Western Radio Trades**

# Does It Make Selling *Easier* And More Profitable?

Two, yes, only two main factors in "re-sale" influence the dealer in Musical Merchandise. This goes for the entire gamut of merchandise—from needles and pins, pot and pans up to Organ units selling at one hundred thousand dollars.

The first is the factor known as Profit. That's the reason men go into business — to make money. Some business men try to "hush" that part of it and stress the glories of unselfish service. When profits are earned then of course they are deserved. The Music Dealer is entitled to his legitimate profit. No need to apologize for profits if you earn them.

Are you making selling easy or difficult? That depends upon what you have



to offer, the articles you sell to your customers can be known brands or unknown, they can be standard or hodge-podge, high-priced or low-priced. If you are a good salesman you can sell most anything. But—and there's always a *but*—you can make your selling efforts a task and a hardship or an ease and a pleasure.

Good merchandise rarely ever comes back. If it

does, it is backed up by a sincere effort to make it better. So in drums or in banjos, the Ludwig line is molding and holding customers for you. You increase profits and reduce selling effort when you centralize on Ludwig Drums and Banjos.

**Ludwig**  
TRADE MARK

**Ludwig & Ludwig**

*Professional Drums and Banjos*

1611-27 NORTH LINCOLN ST., CHICAGO



# Brilliantone Steel Needles Sell Throughout the WORLD!

Made by the oldest and largest manufacturers of phonograph needles in the world.



Wherever there is a phonograph, Brilliantone Steel Needles are at hand. World wide distribution backed up by superiority and true quality, make Brilliantone *the* needles of the universe. Write for prices, discounts and the name of your nearest distributor.

**Brilliantone Steel Needle Company**  
**of America, Inc.**  
370 Seventh Ave. New York City

1897

30  
YEARS AGO

1927

Somebody said:

**"You Can't Go Wrong With Any 'FEIST' Song"**

Even then, everybody looked to  
 "FEIST" for song hits and  
**"FEIST" SONGS ARE HITS TODAY!**

Here are some of the recent Hits  
 and some of the New Ones:

"At Sundown"	"Sam, The Old Accordion Man"
"In A Little Spanish Town"	"Honolulu Moon"
"Lucky Lindy"	"If You See Sally—"
"Just Once Again"	"Sunday"
"Thinking Of You"	"You Don't Like It—Not Much!"
"Love Is Just A Little Bit Of Heaven"	"Collette"
"Sa-lu-ta"	"Sing Me A Baby Song"
"I Always Knew I'd Find You"	"Just Wond'ring"
"The Dixie Vagabond"	"Rio Rita"
"Lazy Weather"	"Oh, What A Pal Was Whoozis"
"She's Got It!"	"There's A Trick In Pickin'"
"Cheerie-Beerie-Be"	"A Chick-Chick-Chicken"

Offices for the Exploitation of FEIST songs are maintained in the following cities:

SAN FRANCISCO  
935 Market St.  
KANSAS CITY  
Gayety Theatre Bldg.  
CINCINNATI  
Lyric Theatre Bldg.

LOS ANGELES  
845 S Bway  
ST. LOUIS  
311 Whittier St.  
CLEVELAND  
137 Old Arcade

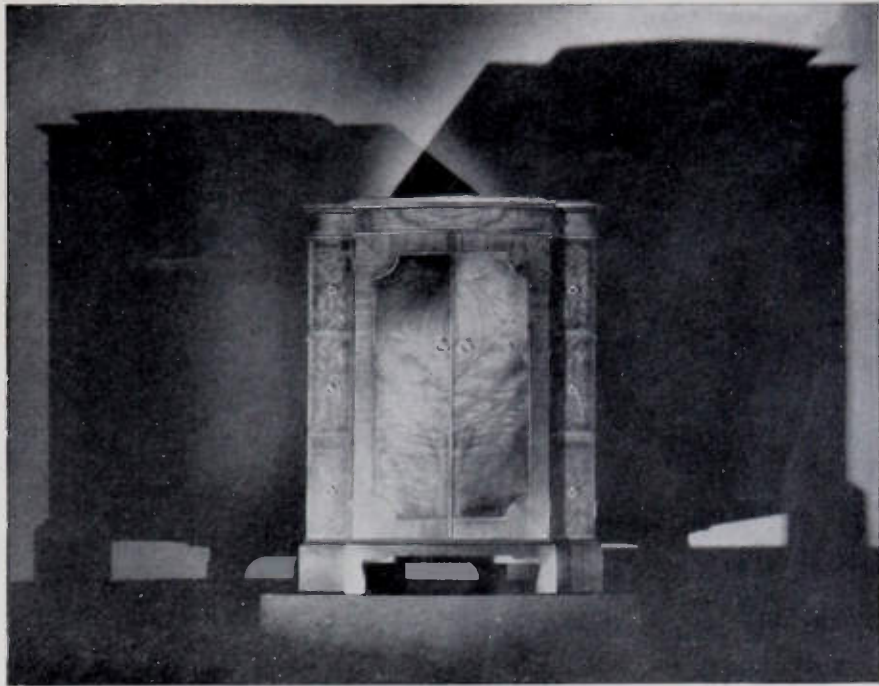
SEATTLE  
8528 14<sup>th</sup> Ave  
CHICAGO  
167 No Clark St.  
TORONTO  
193 Yonge St.

MINNEAPOLIS  
301 Loeb Arcade  
DETROIT  
1020 Randolph St.  
PHILADELPHIA  
1228 Market St.

BOSTON  
181 Tremont St.  
NEW ORLEANS  
412 So Dorgenois St.  
NEW YORK  
711 Seventh Ave.

**LEO. FEIST INC., Feist Bldg., 231-5 W. 40<sup>th</sup> St., NEW YORK**





*Portrayed here is the Philharmonic.  
Designed by the Great Richardson.*

Price \$315.00—With Electric Motor \$35.00 Extra

# SONORA'S SUPREME ACHIEVEMENT


Once again the Sonora acoustic engineers have made a great stride forward in developing a phonograph that not only embraces the entire musical register but reproduces all color tones—and with a living room tone.

For cabinet beauty, the Philharmonic is unequalled. Richardson, the noted designer, was commissioned many months ago to create a cabinet of unusual artistic beauty—this magnificent example of furniture art and craftsmanship was the result. It is a fitting shrine for the tonal output of the new

Tonalic.

Dealers everywhere will soon be called upon to demonstrate this amazing instrument. Every music lover will want to hear the only instrument that reproduces color tones,—the instrument that has the living room tone.

Already the factory is taxed to capacity to keep abreast of the fast growing demand for this new instrument. So get in your orders early—immediately, for the greatest of all phonographs—the Philharmonic.

The Tonalic  
**Sonora** 

*Distributed by*

**Barker Wholesale Co.,**

(Formerly Commercial Associates)  
9th Floor, Barker Building, Los Angeles  
Southern California, Arizona and Hawaiian Islands

**Kohler Distributing Co., Inc.**

63 Minna Street, San Francisco  
Central and Northern California  
Oregon, Washington, Northern Idaho and Nevada



Columbia Reproducer No. 16-A and 16-V. Either model \$5.00 (list price)

## What This New Columbia Reproducer Means For You

1. *Bigger Record Sales.*
2. *Bigger Phonograph Sales.*
3. *Your profit on the reproducer itself.*

Here's a new reproducer, artistically designed, that adds a new voice to the old phonograph. Scores, perhaps hundreds, even thousands, of the older types of instruments whose owners used to be your record patrons are now in the attics and other storage places—unused.

The new Columbia Reproducer is designed to get these old phonographs back into commission by producing tonal effects and playing volume in keeping with the latest advances in the science of sound reproduction.

And it does this at a price so small that it is within the means of every owner of a phonograph. The retail price is \$5, for either Model 16-A for old Columbia phonographs, or Model 16-V for old instruments of other standard makes.

Every phonograph put back into service means a re-opened outlet for new records.

Every buyer of these new records—electrically recorded—will be a prospect for the best playing instrument the market affords—a new Viva-tonal Columbia.

Display and play this new Columbia Reproducer.



All Prices include freight. Pat. Off.  
Columbia Phonograph Co., Inc., New York City  
Copyright, 1927, Columbia Phonograph Co., Inc.

Columbia Phonograph Company  
1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

**Columbia**  
NEW PROCESS RECORDS  
Made the New Way - Electrically  
*Viva-tonal Recording - The Records without Scratch*



# CARRYOLA MASTER

## BEYOND THIS YOU BUY FURNITURE



Dealers are selling Carryola Portables like wild-fire these days. Their summer selling season is in full swing, and much of this business is clean cash.

Be sure now to get your share of these sales, and enjoy your full legitimate profit by selling Carryola Portables, *the only nationally advertised line on the market.*

The MASTER is modern. Has all the new features—full curved throw-back tone arm—an exclusive reproducer—self-contained record album. Case built to last a lifetime—decorated embossed genuine Dupont Fabrikoid cover in five attractive colors.

The MASTER is the standard of portable values.

The FLAPPER is a novelty instrument of unusual appeal.

The CUB is the one high quality portable priced low.

For full profit sell Carryola products—the one line in public demand.

# L. D. HEATER CO.

Northwest

Distributors

469½ Washington

Portland, Oregon



# The GYPSY

....Quality....Value

In keeping with the Caswell policy the 1926 model Gypsy is a big advancement in the phonograph world.

All of the value that can be put into a portable, no matter what price you would pay, is here.

1st. Equipped with the wonderful Orophone reproducer. Shown below.

2nd. A patent tone modulator whereby any degree of volume can be obtained by a turn of the dial—loud, soft or medium.

3rd. Made in all colors of genuine DuPont Fabricoid.

**We are Northwest distributors.**

**Write for a sample machine.**

**Cash in on the biggest selling portable today.**

## Brings That New Tone to Old Type Phonographs



C-1—Oro-Phone All Brass Tone Arm  
O-79—Oro-Phone Reproducers

This New Brass Arm with the No. O-76 Reproducer Brings from the Old Phonographs the New Deep Rich Glowing Music so Much Desired. The Volume is Ample for the Largest Room.

The Taper is Gradual. The Construction Air Tight Guaranteed a Life ime Tone Arm and Reproducer.

	Retail—Nickle Plated	Gold Plated
No. C-1 All Brass Tone Arm.....	\$7.50	\$10.00
No. O-76 Oro-Phone Reproducers.....	7.50	10.00



If you want VOLUME! Order the No. 90 Extra Loud Military Oro-Phone. You may order Tone Arms and Reproducers separately.

	Retail Price—Nickle	Gold Plated
No. E-1 Compo Brass and Copper Arm.....	\$7.00	\$ 8.50
No. 90 New Extra Loud Oro-Phone Reproducer.....	7.50	10.00

Dealers write for samples of these two Tone Arms, and a complete list of Oro-Tone Attachments for all makes of Phonographs.

# L. D. HEATER CO.

469½ Washington Street

PORTLAND, OREGON



**"Moths do get into Pianos"**  
and

*Lacto-san*  
**KILLS MOTHS**

The live *piano dealer* will be interested in LACTO-SAN because it will save him and his customers thousands of dollars . . . besides there is a good profit in selling it. LACTO-SAN is daintily perfumed, snow-white crystals composed of invisible gas that kills moths at any stage of development; will not affect human beings or animals. LACTO-SAN scattered into the piano kills moths on felt action. Create good-will and bring back old customers by selling LACTO-SAN. Advertising displays sent with each case and newspaper electros furnished *free*... Write for wholesale prices.

**SHERMAN CLAY & CO.**

*Distributors*

536 MISSION STREET  
SAN FRANCISCO

**Harry Pedler & Co.**

Incorporated

ELKHART, INDIANA

HAS

PRODUCED THE MASTERPIECE

IN THE NEW SILVER

CLARINET

*The*

ARTISTS OF AMERICA

*Have*

ACCLAIMED THIS INSTRUMENT

*as*

THE BEST CLARINET

THAT HAS BEEN PRODUCED

*A New Catalog Mailed  
on Request*



**BRUNO**

Wholesalers Exclusively of  
Dependable Musical  
Merchandise For  
Over Ninety Years

**C. BRUNO & SON, Inc.**  
351-53 FOURTH AVE.  
NEW YORK CITY

*Bruno Means Security*

*Selmer clarinets, flutes,  
saxophones & accessories  
lend prestige to the finest  
store*

*—write us for our  
dealer's proposition*

**Selmer**  
Elkhart, Ind.

**J. M. SAHLEIN**  
*Importer of*  
**Musical Instruments and  
Accessories**

*Importers of  
Exclusively Wholesale*

- "REGAL" Ukuleles, Guitars, Mandolins, Tipples and Tenor Guitars.
- "SLINGERLAND" Banjo-ukes, Banjos and Banjo Mandolins.
- "AUG. A. HEBERLEIN, JR.," Imported Violins.
- CARDINAL, BLACK DIAMOND, BELL BRAND, CATHEDRAL, "SUMMIT" Strings.
- "M. HOHNER," Harmonicas and Accordeons—Complete Line.
- "GENUINE HAWAIIAN Ukueles" "Y" KEKE.
- "HARMONY" Banjo Ukuleles.
- "HOHNER-SOPRANI and CRUCIANELLI" Piano Accordeons.
- "CHAPELAIN," French Clarionets.

718 Mission Street

San Francisco

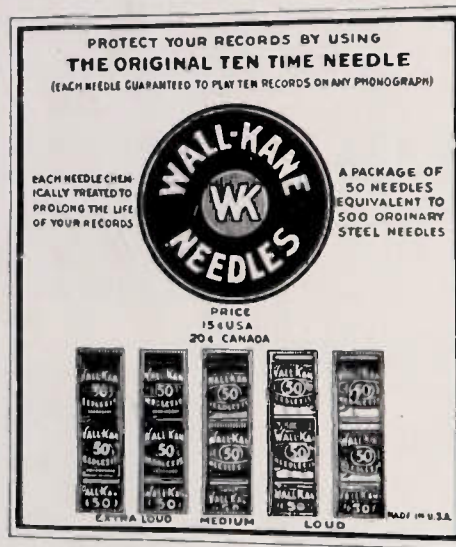
GREATEST HIT OF THE YEAR PROVES A WORLD BEATER  
TENOR AND PLECTRUM GUITARS FOR ALL BANJOISTS

# H. WEISSENBORN Co., Ltd.

MANUFACTURERS  
LOS ANGELES, CALIFORNIA  
HAWAIIAN AND SPANISH GUITARS—UKULELES—MANDOLINS

## WALL-KANE PHONOGRAPH NEEDLES

Handsome enamelled  
display stand,  
holding  
one hundred  
packages.



(The original  
ten-record needle)  
150% PROFIT  
On an established  
article that sells itself.

WALL KANE NEEDLE MFG. CO., Inc.

3922 14th Ave.

Brooklyn, N. Y.

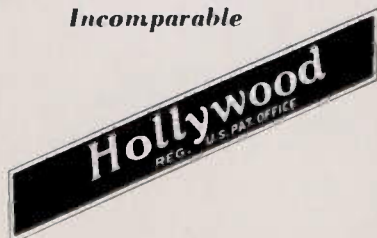
Western Representatives:

WALTER S. GRAY CO.—San Francisco and Los Angeles, Calif., and Seattle, Wash.

L. D. HEATER CO.—Portland, Oregon.

“The Choice of Critics”

Incomparable



TENOR UKULELE

BANJO UKULELE

TENOR GUITAR

and UKULELE

Manufactured by  
SCHIRESON BROS.

349 North Main Street, Los Angeles



# Synchronized Service

Synchronizing our efficient service with present splendid boat and rail schedules, we are able to make TONKBENCHES rapidly available to all points in the West.

A sizeable rush order reached us 9 a. m. Friday; was shipped from our factory 11 a. m.; left Los Angeles Harbor 5 p. m.; arrived Seattle 8:30 a. m. following Monday.



**Tonk Bench Service Will Save You Time**  
**Tonk Bench Value Will Save You Money**

**TONK MANUFACTURING COMPANY**

4627 EAST 50TH STREET

Los Angeles

California

# QUALITY PHONOGRAPHS SONORA LICENSED RADIO

SONORA dealers are fully protected on the license situation. SONORA is covered by the U. S. Government, the R. C. A. group and scores of others when and as needed. A guarantee of freedom from litigation and a possible shut-off of merchandise in mid-season.

SONORA has a full range of prices. SONORA quality is the highest. SONORA is profitable. Inquire about our new line-up, discounts, and advertising allowance.

Write, wire, or meet me at the San Francisco and Los Angeles Radio Shows.



## Henry E. Gardiner

*Coast Sales Manager*

67 MINNA ST.

SAN FRANCISCO

New models now on display.

# Welte-Mignon

(Licensee)

COMPLETE stock of Welte-Mignon (Licensee) Reproducing Records, including every kind of music—accompaniment records, dance records, classical records. Send for monthly bulletin of new recordings of more than 200 artists who contribute to the famous Welte-Mignon (Licensee) Library.

---

THE MASTER'S FINGERS ON YOUR PIANO

**PACIFIC MUSIC COMPANY**



LOUIS F. GOETZLIN

137 TURK ST.  
SAN FRANCISCO



## Alexandre Reeds

**WORLD'S FINEST**  
for CLARINET and SAXOPHONE

The result of long effort and generous expenditure in experimental work by the best reed maker of France. Brilliant, charming tone—made of old, seasoned cane. They save your time in reed hunting and testing.

Reasonably priced—packed in sanitary, individual containers—three strengths—soft, medium and strong

**Satisfaction Assured**

## Selmer

Elkhart, Ind.



# JESSE FRENCH and SONS PIANOS

"A Name Well Known Since 1875"

**"A Name Well Known Since 1875"**

Because popular wherever sold.

"A Style for Every Home,  
A Price for Every Purse"

Is why they are popular with so many dealers and users.

"Quality First and First Quality"

Is why continued popularity is assured.


**A Wonderful Line....  
A Wonderful Agency**

## Marshall Breeden

*Western Representative*

639 S. SAN PEDRO ST.

LOS ANGELES, CALIF.



## Service for Dealers

# PHONOGRAPH REPAIR SHOP

N. E. WOROBIEFF, Prop.

1826 East First Street  
Los Angeles, Cal.

Angelus 6349

New Improved  
*Val Phonic*  
Reproducer, \$3.00

---

Motors  
Spring and Electric  
Tone Arms  
Talking Machines  
Repair Parts



# Packard Pianos

*...Backed by a Real Sales Plan!*

DEALERS! The two newest Packard models, the Louis XVI Art Grand and Upright Pianos have been business getters from the start. With bench to match, the richly conceived Grand is priced but little higher than the regular 5 ft. style. Beautiful design, graceful lines, richly figured wood, splendid tone, ample volume, small size, Packard Quality—everything the public is demanding, plus medium price. The upright is equally beautiful in the same true period design. Also with bench to match and rightly priced. And behind them the new Packard Sales Plan that makes sales certain. *Write for details now!*



New!  
Packard Style B Louis XVI Upright—Made in Mahogany, lacquered. Bench to match.

The Packard Piano Co.  
3310 Packard Avenue  
Fort Wayne, Indiana



## Freight Prepaid

Gulbransen Registering Pianos are *Nationally Priced*, freight prepaid wholesale and retail. A particularly favorable arrangement for western dealers and consumers.

- Easy to Play
- Register Your Touch
- Exclusive Melody Indicator
- Exclusive Instruction Rolls
- Nationally Advertised

Gulbransen Company  
3232 W. Chicago Ave., Chicago  
Send us details of Gulbransen representation.

Name .....

City .....

# GULBRANSEN

The Registering Piano

## "Banjos by Lange"

- Orpheum
- Paramount
- Langstile
- Banner Blue

The steadily rising user demand for "Lange-made" banjos means rapid turnover and fast piling profits. Until you have tried out these banjos and ukes you are missing fine value.

*Write for discounts.*

# W. L. LANGE

Established 27 Years

225 E. 24th St.

New York



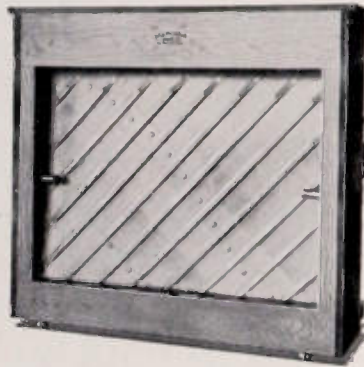
THE FAMOUS  
**Mathusek**

Established 1863

DOES NOT CONFLICT WITH ANY LINE OF PIANOS A DEALER MAY HANDLE  
 BECAUSE . . .

They embody so many individual features of construction

We Invite Inspection  
 at  
**PACIFIC MUSIC CO.,**  
 137 Turk St.,  
 San Francisco, Cal.  
 See Mr. Louis F. Goelzlin,  
*Factory Representative*



A Complete Line of  
 Instruments, Including  
**ARTISTIC**  
**PERIOD MODELS**  
 and  
**REPRODUCING PIANOS**

*Write for further information—your territory may be open*

132nd St. and Alexander Ave.

New York, N. Y.

Line up  
 with the **LEADER...**

**Silva-Bet**

the ALL-METAL CLARINET which revolutionized  
 the Clarinet Industry. The Dealers' Choice—due  
 to its *Superiority and Popular Demand* created

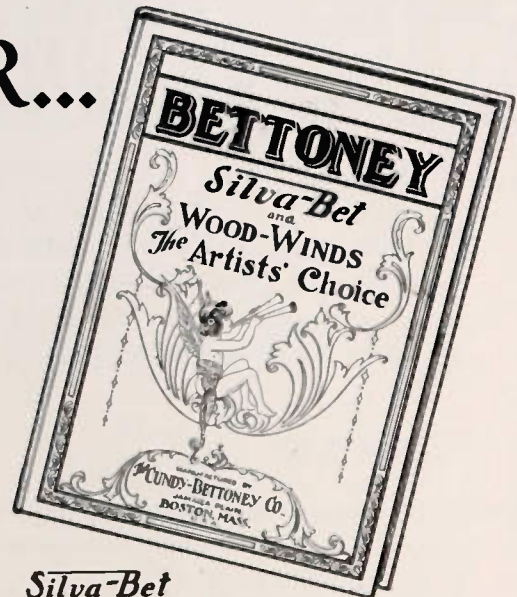
by our

**NATIONAL PROMOTION CAMPAIGNS.**

You no longer have to worry about  
 Clarinet Depreciation—that's eliminated  
 on the **Silva-Bet** Metal Clarinet.

*For You There Is Greater  
 Margin of Profit!*

We also manufacture the "BOSTON WONDER" Line of all METAL FLUTES and  
 CLARINETS. Excellent Dealer Propositions are available. For full particulars write  
 the pioneers of the first successful All-Metal Clarinets.



**Silva-Bet**

Brochure Now Ready.  
 Know what's what in Silva-Winds.  
**FOR FREE COPY**  
 Write us or see your local dealer.

**The CUNDY-BETTONEY CO.** JAMAICA-PLAIN,  
 BOSTON, MASS.



# Western Piano Corporation

## *Factory Distributors*

The Autopiano

\* \* \*

Behr Bros. & Co.

\* \* \*

Brambach Baby Grand

\* \* \*

Behning Piano Co.

\* \* \*

Davenport-Treacy

\* \* \*

Francis Bacon

\* \* \*

Hazelton Bros.

\* \* \*

Kohler & Campbell

Kroeger Piano Co.

\* \* \*

Milton Piano Co.

\* \* \*

Stultz & Bauer

\* \* \*

Auto Pneumatic Action Co.

\* \* \*

The Welte Mignon (*Licensee*)

\* \* \*

Standard Pneumatic  
Action Co.

\* \* \*

The Import Felt Co.

## *Convention*

## *Reflections*



# *Out of the Fog*

Out of the fog of claims and counter-claims advanced by the many exhibitors at the San Francisco Convention the actual accomplishments of the Western Piano Corp. stood out like a lighthouse beam pointing the way to piano value and satisfaction for dealers and customers. The Western Piano Corp. includes in its representation many complete lines of uprights, players, grands and reproducing grands. The advantage of such representation has constantly proved a profitable asset to over 150 Pacific Coast Dealers.

WESTERN PIANO CORPORATION



## OUR AIM IS:

To supply you with the best medium priced instrument that you can buy anywhere, on a financial basis convenient for your particular needs, at a price which will allow you a fair profit on your investment in a reasonable length of time.

To supply you with instruments that will not stick on your floor.

To supply you with absolutely high grade catalogues, sales helps, circulars, suggestions,—advertising material from a Service Department second to none.

To guarantee our product to the limit.

To operate as the wholesale headquarters and direct factory branch of our New York factories. We are not jobbers in any sense of the word. Prices, terms, etc., from here are identical with our Eastern quotations.

To maintain a warehouse in San Francisco, Los Angeles and the Northwest, and to ship you promptly,—the only extra charge for this service being what we have to pay the warehouse man.

To protect you in your territory,—you have exclusive agency there on our lines which you represent.

To cooperate with you in every way consistent with good business.

To get more people interested in music, to the end that you will get thereby more real prospects.

To endorse and support every worthy music organization.

To keep you advised at all times as to the general trends of the music business.

To assist you in every way to become a more prosperous piano dealer.

To convince you that you are safe when you have business dealings with us,—that you are in a connection that is financially, morally, and mentally as sound as any manufacturer in this business.

To convince you that you can always depend on us,—we will be right here to help you.

To build the music business in this territory,—not to sell you a few pianos and then forget you until you order again.

This office is maintained by our New York factories as a complete service to you, and we welcome any and every opportunity to serve you, —whether you want to buy pianos or just inquire in reference to some particular detail of the business.

# Western Piano Corporation

*Factory Distributors*

CUT OUT, FILL IN, AND RETURN

***Western Piano Corporation,  
458 Phelan Bldg.,  
San Francisco, Calif.  
Gentlemen:***

*We are interested in getting further details about the (insert name of  
line you are interested in) \_\_\_\_\_  
which you handle, provided your prices and terms are agreeable to us.*

*At present we represent the following piano manufacturers:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please mail us catalogs and latest wholesale prices.*

*We would like to hear from you in reference to:*

*(Use following space for other information wanted regarding the  
proposition).*

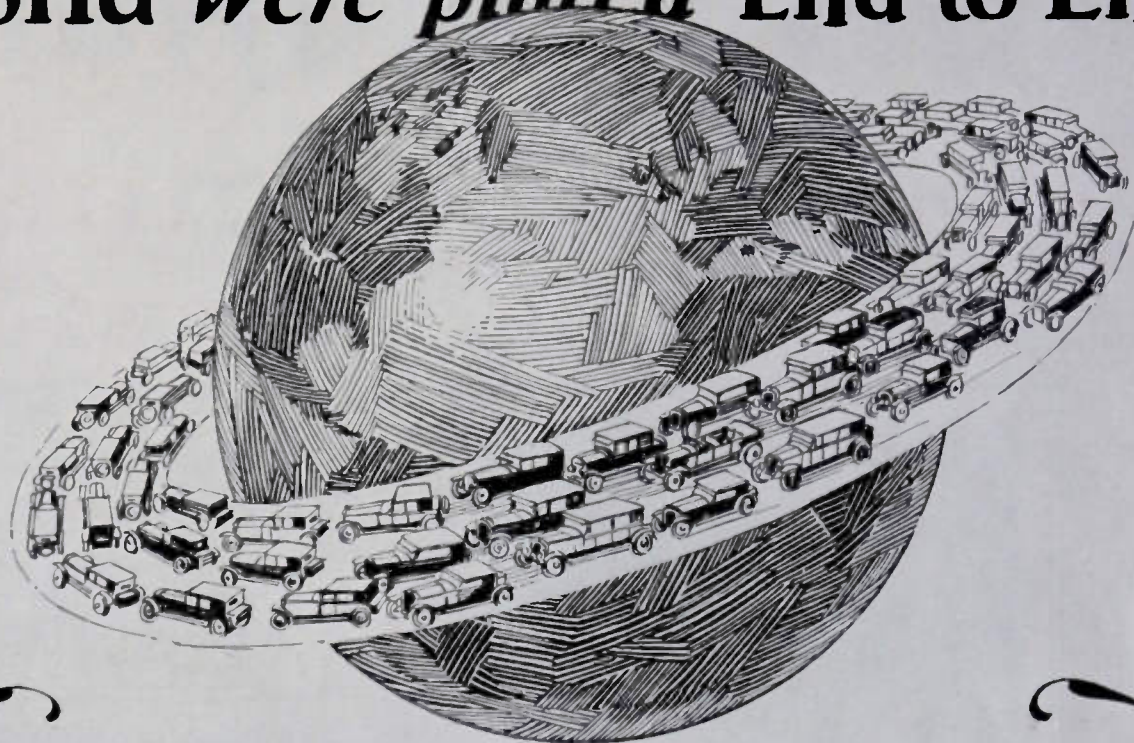
*(Signed) Dealer's Name* \_\_\_\_\_

*Address* \_\_\_\_\_

\_\_\_\_\_



# If All the Automobiles in the World were placed End to End



**T**HERE is a hearty laugh in the expression, "If all the automobiles in the world were placed end to end—that would be Sunday afternoon!"

And there is a sympathetic thought in the predicament of the piano manufacturer. He will fervently assure you that if all the worries and hardships and heartaches were placed end to end—that would be the Fall and pre-holiday rush to turn out pianos on time.

Consider your poor manufacturer. Remember, it requires months to build a quality piano. Relieve him of as much of the strain as possible. Send in your orders early for your late Summer, early Fall, and holiday requirements. We don't advise you to order extravagantly, but we are confident of a good Fall business and urge you to protect your own interests by placing your orders now.

And when ordering Playerpianos don't forget to specify the good old favorite, nationally-advertised, easy-selling Standard Player Action.

**STANDARD PNEUMATIC ACTION COMPANY**

*W. A. MENNIE, PRESIDENT*

638 West 52nd Street

New York City

# A Big Name

## The BRUNSWICK

### 10 MODELS

THE amazing success of the Brunswick Panatrope is due to the fact that this musical instrument is new in principle and in the musical results which it produces.



*Brunswick Panatrope, electrical type.  
Model P-11. List price \$700.*

*Brunswick Panatrope, exponential type.  
Model 8-7. List price \$90.*



IN the ten models of Brunswick Panatrope, five of the exponential and five of the electrical type, are instruments to meet every musical need and family requirement.

Backed by superior merchandise and aided by

carefully planned sales and advertising help, the Brunswick dealer occupies an enviable position in the industry. The opening of the fall season will demonstrate more clearly than ever the growing value of the Brunswick franchise.

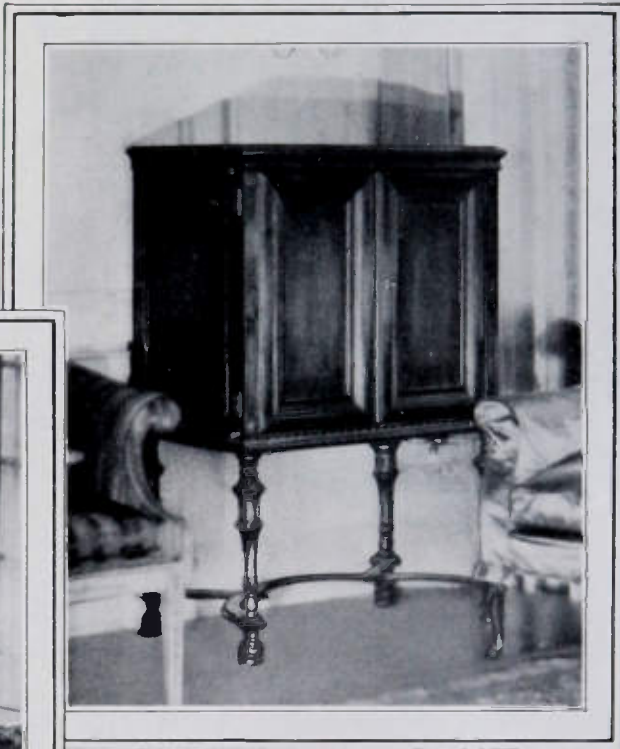


# in Music *Today*

## PANATROPE

\$90 TO \$1275

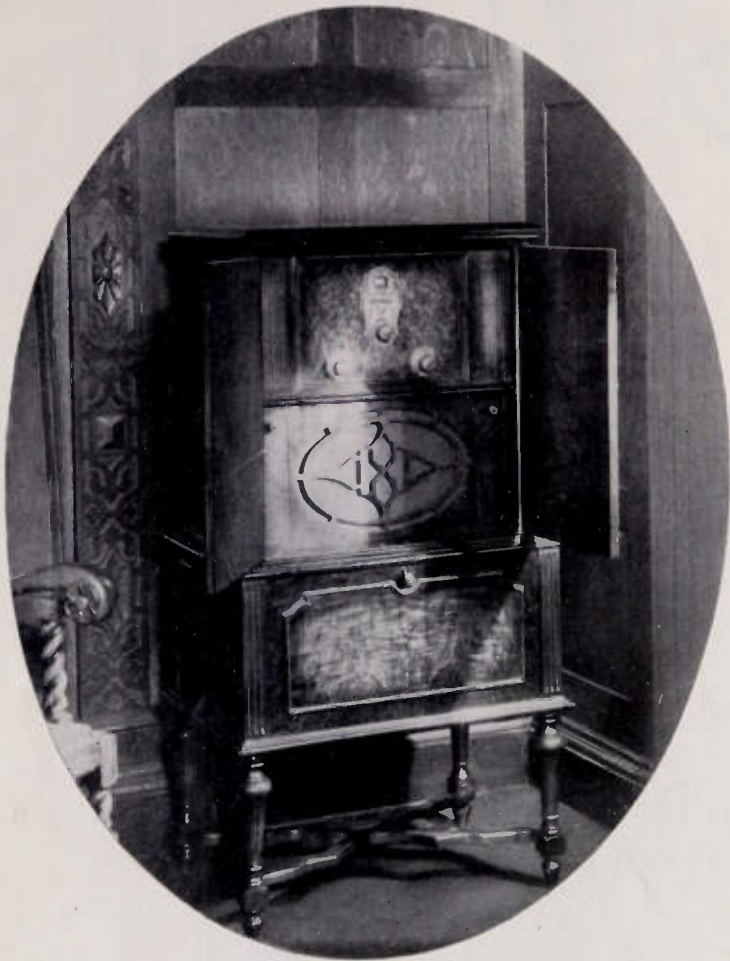
The inimitable musical quality of the Brunswick Panatrophe sells the instrument. Dealers everywhere report this to be a fact. To hear the Brunswick Panatrophe is to want it.



*Brunswick Panatrophe, electrical type, combined with 8-tube Radiola Super-heterodyne. Model 148-C. List price \$1250 (East), \$1275 (Coast).*

*Brunswick Panatrophe, electrical type. Model P-13. List price \$600 (East), \$610 (Coast).*

# *Brunswick*



The most  
complete

## SONORA STANDARD HIGHBOY

**\$198**

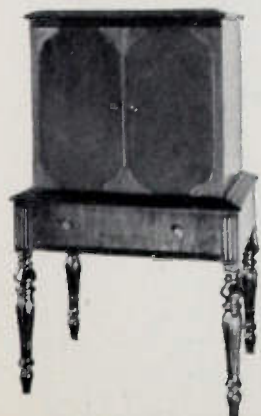
Attractive highboy burlled walnut cabinet with built-in Sonora speaker. This model, while somewhat smaller and less ornate than the \$250 model illustrated at the left, will unquestionably be one of the greatest values in radio. It is especially designed to meet that great demand of those who want a Sonora set with built-in speaker in an attractive cabinet, but whose purchasing power is limited to a set under \$200. Dial light. E865.



# SONORA RADIO-LINE

OFFERS THE GREATEST SALES OPPORTUNITIES IN QUALITY RADIO  
A MODEL TO MEET EVERY IMPORTANT PRICE DEMAND

**A** RADIO with the rich, deep mellowness that made Sonora famous—a set that is supremely selective and tunes with a single control to hair line accuracy. It makes use of the famous R.F.L. balanced-bridge circuit in three efficient amplifying stages. A new and remarkable distance range, freedom from interference of this highly refined system will astound the entire radio world. Sonora is fully licensed under every important patent, including the R. R. C. A., group. Only in the Sonora are all these qualities found. The Sonora franchise is value! Inquire now!



**SELECTIVE SIX  
JUNIOR  
HIGHBOY  
\$165**

An attractive walnut design, doors in distinctive two tone effect. This model will meet the demand of those who want their speaker outside the cabinet, but who at the same time want an attractive furniture model. Dial light. E860.



**SELECTIVE SIX  
TABLE MODEL  
\$99.50**

A set that is perfectly free from oscillation squeals and noises, reaches the pinnacle in all performance characteristics, supreme tone quality, remarkable distance range and sharp selectivity. Walnut hurl cabinet. Dial light. E850.



*Edward H. Uhl*

## *The New President of the Western Music Trades Association and His Platform*

"The real way to sell music and musical instruments to the public is through cultural education. Show a person why his child should study the piano and he will buy a piano. It is not so much the cost he is interested in. A few dollars difference will not affect him particularly, if he is convinced of the value of the piano to his family and to his home. At least one-half of the advertising appropriation of the music firm should go toward educating the community as to the general value of music to the school, the home and the individual. I firmly believe that a six months' experiment along these lines would convince any music dealer of the wisdom of this policy.

"Music merchants, individually and collectively must foster every possible movement to bring about an awakening and a greater appreciation of music in every home. Piano-playing contests should be fostered in every community. Plans such as the Melody Way and any other systems for the wholesale education of the public in music should be adopted by groups of music merchants working co-operatively in every locality.

"Only in the bringing about of a greater acceptance of music in the public mind can we look for the great future of our business. Radio is doing a great work in this respect.

"Ours is a greater task than mere merchandising. We are selling human enjoyment. We are dealing in happy home life. We are selling good citizenship and doing our bit to preserve the great American home that is the bulwark of our democracy."





Photographed exclusively for Western Music & Radio Trades Journal

#### NEWLY ELECTED OFFICERS AND COMMITTEE MEMBERS OF THE WESTERN MUSIC TRADES ASSOCIATION

Back row, left to right: Gene Redewill of Phoenix; Norman F. Maw of San Diego; A. G. Farquharson of Los Angeles, who was elected executive secretary; E. Palmer Tucker of Los Angeles, secretary; James Fletcher of Victoria, B. C.; Hugh Campbell of Seattle; Frank Salmacia of Glendale, Calif.; Don C. Preston of Bakersfield; James T. Fitzgerald of Los Angeles. Front row, left to right: S. B. Sampson of Bakersfield; Royal W. Daynes of Salt Lake City, second vice-president; Edward H. Uhl of Los Angeles, president; Frank Grannis of Los Angeles, treasurer, and Mrs. S. S. Hockett of Fresno.

## Efficiency and Enthusiasm Characterize Fourth Annual Convention of Western Music Trades Association

THE fourth annual Convention of the Western Music Trades Association in San Francisco will go down in the memoirs of the music industry of the West as a milestone in music merchandising in the Western Empire and as an example of Convention management and efficiency for other conventions, even the national association, to shoot at.

The attendance eclipsed that of all previous years, due to a barrage of direct mail matter of an unusually high order layed down to every dealer in the West by the executive secretary, Shirley Walker, and through several months of intensive publicizing in the columns of this magazine. More important, those attending came with a definite purpose of seeing and hearing all that the convention had to offer. Every session was well attended, in many instances the halls were packed. Exhibits were closed during general sessions. It was evident that the delegates, if they may be called that, were there for business.

Speeches were well planned as to subject and content and, due to a very commendable ruling of the Convention management, all of them were spoken, none of them were read.

A brief resume of the daily sessions will be found in the daily mimeographed newspapers issued by this publication at the Convention and which are bound into this issue. Each of the speeches are considered of sufficient importance to be published in full and will appear in forthcoming issues.

The inspirational luncheons beginning at 12:30 each day were one of the most interesting and instructive fea-

tures of the week, and were a revelation to those not accustomed to this sort of convention activity. The colonial ballroom of the St. Francis was packed to capacity every noon, and extra tables had to be set up in the entrance ways. Entertainment provided would do credit to an Orpheum banner week, speeches were in every instance outstandingly good, delivered by finished speakers, genuinely inspirational and drew tumultuous applause. Complete reports of these luncheons will be found in the daily newspaper.

Socially, the Convention eclipsed anything held before and was an eye-opener to many of the visitors from the East. It goes without saying that the entertainment was lavish, Victor's banquet Tuesday night, Atwater Kent's Wednesday, and the Association's Thursday providing every possible innovation for palate, ear and eye. The spirit of fun was in the air. Dealers from Arizona danced with the wives of dealers from Washington, and dealers from Oregon scrambled with dealers from California for balloons and favors. Small town dealers from the back country clapped visiting presidents of the nation's biggest manufacturing establishments on the back with a friendly Western "Hello." A dancing contest between the merchant chiefs of the western music industry capped the climax, Ed Uhl and Fred Sherman dancing to a draw and winning duplicate prizes of water pitchers hastily provided by the hotel in the last half minute of play.

Such spirit as this characterizing these western conventions is what is chronicling them as the nation's best, a real benefit to every participant and the music industry, East and West.



## A Tribute

**O**UR good friends Shirley Walker, executive secretary of the convention, and Phil Clay, retiring president—please rise and take a bow.

To these gentlemen goes much of the credit for the wonderful success of the convention. Phil Clay distinguished both himself and the convention with his masterful handling of the daily sessions, dispatching them with the promptness and gracious cordiality so

characteristic of him.

To Walker fell the gigantic task of working out all the ten thousand and one details. For months preceding the convention he gave unstintingly the majority of his time whipping the convention into shape. Shirley did everything. From the moment the convention opened every cog meshed, there was not a single hitch. His brain child performed perfectly and too much credit cannot be given him.

### A Lone Black Crow

The Columbia Phonograph Company has secured another "Black Crow," one who catches worms early and late, is the "headman" in all kinds of shows and who can play almost anything on a diminutive little inch and one-half mouth organ—except the piano!

"Uncle Remus," the well known, popular radio entertainer, is the "Lone Black Crow" and has been engaged by the Columbia Phonograph Company to tour all over the West Coast, demonstrating the "New Process" Electrically recorded Columbia Records with the Viva Tonal Columbia Phonographs. Uncle Remus, whose name is E. M. Bonnell, is a natural born entertainer with a never failing gift of gab and clever repartee. The majority of the thousands of persons who have heard him talk over the radio during the last five years believe him to be at least saffron-hued, if not coal-black; but, like Mack & Moran, the famous "Two Black Crows," he is white and has to fall back on burnt cork to get his color.

He is heard in auto camps, in front of stores and from behind the microphone in any broadcast station. He's a blackface Afro-American Columbia Missionary.

R. K. Maynard, Western representative for the M. Schulz Co., Pianoforte Makers, Chicago, had a bit of success at the recent Western Music Convention, having sold the beautiful period model, La Marquis Grand, which he had on exhibition. C. S. Walters of San Francisco, the purchaser of this featured instrument, having himself had the piano sold for cash full price before the sale. So all in all the M. Schulz Co. reports the convention as a business success for them.

### Music Meeting in Los Angeles

Wednesday evening, August 10, the Music Trades Association of Southern California held its regular meeting at the Masonic Club. During the dinner the members were entertained by the famous "Two Black Crows," through the courtesy of the Columbia Phonograph Company.

Ed. Geisler, Birkel Music Company, gave an interesting resumé of the Western Music Trades Convention.

Attention was turned to the forthcoming radio show to be held in Los Angeles the first week in September, Mr. Tupper giving an idea of events to be held, and also a talk on the vital connection of the radio to the music industry.

Ed. Uhl, our new president, gave a short talk on the plans for the next year's convention, stressing the necessity of placing the date many months in advance, in order to assure good accommodations at the local hotels.

Mr. Maw, of the Maw Music Co., San Diego, gave an interesting sketch of the Melody Way being held in San Diego under the auspices of a San Diego paper. Over 2500 entrants are enrolled, and a fact of particular note is that the majority of them are adults.

The successes of the Melody Way classes in the various cities show the renewed interest in piano and music in general, and will be welcomed by the many music merchants of the West.

Of interest to many in the musical profession is the fact that Chicago claims the distinction of having more sets of Pedal Tympani in use than any city in the world. Ludwig & Ludwig, 1611 North Lincoln Street, Chicago, veteran drum makers, report there are at least 54 sets of Ludwig Pedal Tympani in use in the Windy City alone.





Chase

Campbell

Curtis

Sibley

# The Golf Tournament

Ken Curtis of the Western Piano Corporation and San Diego, one of Sibley's henchmen, walked off with the bacon and the high score in the annual Western Music Trades championship golf tournament held at the Lake Merced Club, San Francisco, on the last day of the convention when he beat G. T. Lundlee of Sacramento in the play-off after each had shot the course in 84, which the other contestants will admit was a mean score for this course, weather conditions considered.

Sibley, the defending champion, admits that it was a good thing Curtis won as someone had to keep the title in the family.

Some mighty fine showings were made by other music men, bringing home prizes for themselves. Others bagged prizes with scores that we'd blush to publish. Simply had to happen, every other player won a prize and when they were all dished out there were two prizes left.

Popular vote gave them to Frank Andrys, host of the day, and to Ed Berg, maestro, announcer and head waiter of the convention.

And the banquet. Ah! the banquet. Well, since we are all dried off and Black has cooled his ardor and Sibley has his ten-dollar golf club gavel mended, and the black and blue place is gone where the various constables clouted us on the ear, we remember that the party was what you call a one hundred per cent snorter. The illustrious Sibley goes down in history as a master of ceremonies without equal. Sibley's "you can't proposition me" bids fair to become as famous as Coolidge's "I do not choose to run."

And before we leave, we may mention in passing that the Aeolian Company donated the refreshments. If you weren't there it's your own fault.

The following is a list of the donors and prize winners:

Edward Uhl  
Ray Smith  
G. T. Lundlee  
P. M. McGregor  
W. Lawrence  
L. E. Fonton  
A. B. Irvine  
E. P. Tucker  
W. P. Barry  
G. T. Fitzgerald

A. B. Laurillard  
Max Shaver  
K. W. Daynes  
T. J. Mercer  
K. Curtis  
R. M. Young  
Gordon Campbell  
B. Orr  
George Hall

### WINNERS

Beeman Sibley  
R. R. Brasfield  
George Morton  
W. A. Erwin  
Seig Halman  
Shirley Walker  
Jim Black  
Edward Holman  
D. C. McLean

C. Dundar  
Morley Thompson  
J. C. Kissell  
J. D. Allen  
J. W. Velzy  
C. H. Tracy  
J. J. Collins  
Bob Barid  
A. B. Pontius

S. Searle  
Frank Anrys  
George Leatherby  
E. R. Mitchell  
John McDonald  
Hugh Campbell  
L. S. Linzey  
R. S. Smith  
Arthur Duclon  
R. Bird

### DONORS

Baldwin Piano Co.  
Starr Piano Co.  
W. S. Gray Co.  
Radio Corporation of America  
M. J. Sahlein  
Cable Co.  
Kohler and Chase  
M. Stemert & Sons  
American Piano Co.  
Ludwig & Co.

Straube Piano Co.  
Western Piano Corp.  
Tonk Manufacturing Co.  
Jackson Furniture Co.  
Hardman, Peck & Co.  
Kimball Co.  
Aeolian Co.  
Wiley B. Allen Co.  
Sherman, Clay & Co.

M. Schultz Co.  
G. H. Leathurby Co.  
Lee S. Roberts, Inc.  
J. Raymond Smith  
Premier Grand Corp.  
L. F. Goetzlin  
Steinway & Sons  
Hanson Music Co.  
Blue Bird Furniture Mfg. Co.

Sonora Phonograph Co.  
Nathan, Dohrman Co.  
Chas. M. Stieff, Inc.  
Cable Nelson Piano Co.  
Conn San Francisco Co.  
Chimes Music Co.  
Laehman Bros.  
Mission Furniture Co.  
Christophic Music Co.

Q. R. S. Co.  
Brunswick-Balke-Collender Co.  
John Breuner Co.  
California Phonograph Co.  
The Emporium  
Packard Piano Co.  
Capwells  
Hale Bros. Inc.  
Schwabacher, Frey & Co.  
Haddorf Piano Co.





*Foursomes of the Western Music Trades Convention Golf Tournament*





*More of the Music Convention Golfers*



### Daily Newspaper Issued by Western Music Trades Journal at Convention

THE mimeographed section beginning with the page opposite are copies of daily newspapers published by *Western Music Trades Journal* at the Convention. They were published with the idea of reflecting the spirit of the convention, something that the delegates could carry home with them, not only of the daily happenings and ideas received but of the good times and get-togethers of the Convention.

Everyone chipped in and helped us, thus making it truly the Convention's own newspaper. To those who gave us their time, talent and inspiration we hereby tender our sincerest thanks.

Anita Day Hubbard, chronicled in "Who's Who" as one of the nation's foremost newspaper wo-

men, covered the daily sessions for us. W. E. Hausrath, the Will Rogers of the Convention, was a real find, a near genius. Read his stuff, then ask yourself if you'd ever guess him to be a credit manager. Ed Berg, chairman of the ladies' entertainment committee, was society editor. Clyde Wilson of Bruno wrote copiously, and others wrote considerable copy.

Thursday's issue, the Extra, was distributed on the Convention floor just 37 minutes after the election of the new officers. It carried the names of the new officers, the resolutions adopted and a cartoon picture of the new president. That's speed for you. (Eastern magazines who claim to have the first report of the Western Convention please note.)



## Chromatic Glissando Featured by Starr

"Ten Little Fingers" have for generation after generation evoked pleasing harmonies from the strings of various musical instruments—the jingling old harpsichord in the days of Beethoven, Mozart and other old masters was wonderful in its time and from it came hundreds of classical selections for the piano. The keyboard of the harpsichord descended to the present day piano but now the Starr Piano Company has installed on the keyboard of their pianos a device that is in effect a radical departure, an invention that enables the pianist to make difficult runs in an extremely simple manner.

The new device applied to the Starr Piano keyboards is known as the Chromatic Glissando and the pianist can run the full chromatic scale *with one finger*—reads almost like the impossible, doesn't it?

Ordinarily all of the fingers came into play upon the sharps and flats, but through the instrumentality of a little ivory cylinder mounted upon the white keys projecting about an inch from the fall board, all the keys are on an even plane and hence when the finger sweeps the keys of the Glissando every key responds—there is no

question of missing a note in playing or making a bad fumble in executing difficult runs.

Strange that among the millions of pianists the world over none thought of this device before and it can only be explained by falling back on the old adage "Custom makes Law."

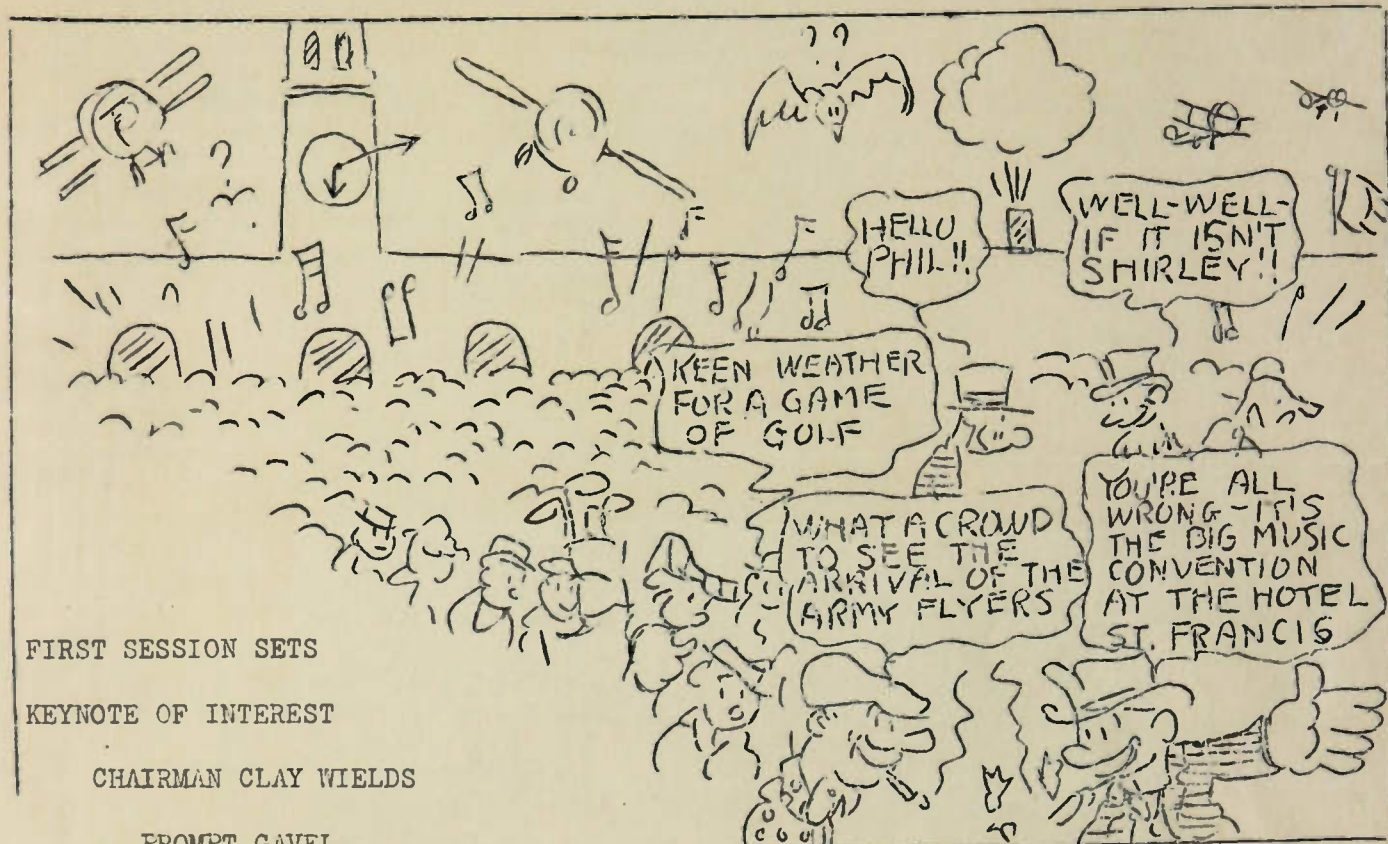
Pioneer makers, maestros, teachers and students were content to take the old keyboard as they found it and gave it no further thought, and it remained for one of the craftsmen in the Starr Piano plant in Richmond, Indiana, to think of the new scheme.

The new invention not only gives to the ordinary pianist greater versatility but will prove an inspiration to youthful students in taking much of the "grind" out of practice.

Another thought presents itself in connection with the Glissando and that is its possibilities of bringing to the world a new field of piano composition. Those who have given the matter considerable thought are agreed that a new development to the musical library of pianists is at hand.



# FOURTH ANNUAL MUSIC TRADES CONVENTION OFF TO FLYING START.



FIRST SESSION SETS

KEYNOTE OF INTEREST

CHAIRMAN CLAY WIELDS

PROMPT GAVEL.

By Anita Day Hubbard.

Crowding the Borgia Room to capacity, 198 delegates to the Western Music Trades Convention at the first session this morning applauded the speakers with enthusiasm that boded well for the success of the convention.

"The real way to sell music and musical instruments to the public is through cultural education. Show a person why his child should study the piano, and he will buy a piano. It is not so much the cost he is interested in, as the value of the use of it to his young people, and to his home", was the message of Ed. H. Uhl, President of the Southern California Music Company, and past president of the National Association of Music Merchants. "At least one half of the advertising appropriation of the music firm should go toward educating the community as to the vital use of music

in a city. I firmly believe that a six months experiment would convince any music dealer of the wisdom of this policy.

"The big task before us now is to convince the educational authorities that high school credits in music should be accepted as regular units in the Universities. Music is recognized by the most modern educators as an essential in any rounded education. It is only when music is made a regular curriculum subject, and not merely a tolerated by-product, taught after hours by individual desire, that this country will have reached its proper place in the cultural world.

"It is the music dealers who must bring this about. By personal persuasion with local senators and legislators; by constant pressure wherever it will do the most good, the music

(Continued on Page 3)



# CONVENTION INVENTION

## AT THE

### MUSIC GET-TOGETHER

2.-

By R. E. Hausrath

You bozoes may not realize it, but this here convention is attracting a lot of attention outside of musical circles. It is even rumored that the cops have an eye on it. Just give this list of hotel arrivals the cockeyed once-over:-

A big bean dealer	from Lima, O.
A salt seller	" New Rochelle, N.Y.
An editor	" Newport News
An author	" Reading, Pa.
An Indian	" Pueblo, Colo.
A yachtsman	" Salem, Mass.
A sore throat	" Quincy, Ill.
A mummy	" Alabama
A ham	" Virginia
An onion	" Bermuda
And a nut	" Brazil

The following arrived too late for accommodations, and are now parked in Union Square:-

P. Anno  
Mandy Linn  
A Harp (from Ireland)  
And a trombone player just slid in.

Yesterday Frank Crannis bounced in on his rubber heels. He is sporting tan shoes and tanned cheeks, and looks very tantalizing. We asked Frank if he had anything on his hip. He said he had, so we produced a glass. Frank produced a bunch of keys. Ah well. Frank says that you can lead a horse to water but a jackass will drink bootleg. E-a-s-y there, Frank. Anyone can make a mistake.

Speaking of licker- we trust none of you boys (you bet we don't), will do any drinking while this convention convenes, but if you feel the urge, bring the stuff around to us. We will have it carefully analyzed for you, and if it's O.K. Jake, we'll drink it- for you.

Don't miss this! Prof. Fillup Tuggle Clay, late (as usual) of Schwartzbrod University, Copenhagen will deliver a handsocdle of a lecture this evening in the basement of the Ferry Building, (It's all wet.) His subject will be,

"Time and Tido Wait for No Man; Neither Do My Collectors".

While the professor is yodeling, Edgar P. Little of San Quentin will do his famous Doli Dance, in kilts. We hope Ed don't git Kilt.

This paper must be pretty hard up to let a bird like me waste its space. Wallace Byam told me I was to be the "Will Rogers" of the Convention. (Never laugh at an injured man). Well, Will is wifty, whereas I'm only half-wifty, but Will has only one rope, while I have a box of them. Watch MY smoke--- evaporate.

More of this nonsense tomorrow, unless I get up with another headache.

In the meantime, if any member of this six-day bicycle race wants anyone insulted, send me the dirt and I'll dish it.

With best regards to Momma and Poppa, I remain

Yours truly,

R. E. Hausrath

---

#### TENNIS\* TENNIS-- TENNIS

Speeding along the highway, J. T. Fitzgerald, chairman of the Tennis Committee, glanced at the speedometer, 'Forty', said he to himself, 'Forty love', he murmured, 'no, the deuce', he exclaimed as a motorcycle hove into view. 'Thirty all. That's pretty safe'. The motorcycle with a sailor aboard swept past and J.T.'s speedometer crept up, '45-- advantage to me', the arrow moved up to 50, 'Come! exclaimed J.T. and sped along on his lonely journey, speculating on how many tennis enthusiasts would register and play in the tournament on Friday. Front page publicity awaits those who register and play at California Tennis Club, Friday.



# VICTOR BANQUET TONIGHT!



3.

## FIRST SESSION (Cont'd).

dealer can do much to forward the speedy acceptance of music as a properly accredited subject in the higher institutions of learning.

"In Los Angeles, where Miss Jones is the able supervisor of music in the public schools, recently 260 pupils took part in a concert at the Philharmonic Auditorium. The youngsters ranged from 7 to 14 years of age. Their musicianship was excellent, but it was not in their playing I was particularly interested. I asked Miss Jones about their scholarship.

"Never a child who is good in music lacks other excellence," she said. "In lessons, in behavior and in general citizenship qualities, the children who played to-day are all of them model students."

### OTHER SPEAKERS.

Following Mr. Uhl's talk, the chairman called on Shirley Walker, who spoke shortly on the duty of the music dealer to the community. He stressed the work that had been accomplished by the local association in cooperation with civic and school authorities, and the excellent ends that had been accomplished.

Mrs. S. S. Hockett of Fresno was introduced and L. E. Fontron of Los Angeles, who discussed the value of group sales talks to salesmen. "It is not necessary that a salesman be familiar with pianos in order to have a message for piano salesmen. The

principles of successful merchandising are universal".

### COMMITTEES APPOINTED.

Chairman Clay appointed a resolution committee from the floor, including J. T. Fitzgerald, Ellis Marx, D. H. Sampson, Beeman Sibley, Frank Andrys and Frank Salamacia.

The nominating committee also was named, with Ed Coisler as chairman. The other members include Royal Daynes, Mrs. H. E. Hockett, E. R. Mitchell, L. E. Fontron and Paul Walls.

-oOo-

### INSPIRATION LUNCHEON A MARKED SUCCESS.

#### G. L. TAYLOR, AND ONE MAN ORCHESTRA SCORE HITS.

With a line of inspirational axioms, neatly set off by clever jokes, G. L. Taylor, speaker of the day at the Southern California luncheon, held a room crowded by 375 delegates and guests, with rapt attention.

Coming at the end of a clever and varied amusement program, ranging from an "organist de bouche", in plain American, a harmonic virtuoso, John O'Brien, through a trio of Hawaiian musicians, a splendid baritone, Elmer Hurling, two balladists, Ronald Jonson and Al Sather, both well received, and Frank Ellis and his Hotel St. Francis Orchestra, Mr. Taylor's talk sounded just the right note of levity with a touch of seriousness.

(Continued on Page 6.)

# WITH THE EXHIBITORS.



4.

## PAUL G. MEHLIN COMPANY

The Paul G. Mehlin Company has incorporated under patents a new suspension rib which thoroughly supports the crown of the sounding board. This is more flexible and vibrant than what has been used heretofore. It adds to the strength and vibration, also resonance of the sounding board.

These pianos also have the patented openings for the sounding board, which allows the tone waves freedom of escape from the instruments like the 'F' holes in the violin, cello, and other stringed instruments.

These two improvements, the rib and the opening in the sounding board produce a wonderful tone quality, which is exemplified by the instruments exhibited. The new models are the 'A' a 5 foot, and the 'D' a 5 foot 9 in. Grand. These models may be seen in Rooms 310 and 311.

## HOBART M. CABLE CO.

The new Hobart M. Cable Company styles shown by Arleigh A. Brown in Room 414 are most impressive.

The little 'Song Bird' upright with the bench to match is said by many to be one of the most attractive small pianos ever created. 'Elegance' is the word used in describing this creation.

The new 5 ft. 2 in. Grand is most attractive, the quality of which is apparent to all.

## SETH J. STORY

Western Representative for J. W. York & Sons, Grand Rapids, Mich.

He represents Lifton Mfg. Co., New York, makers of violin cases.

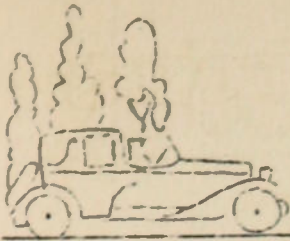
He has the Liberty Musical Instrument Mfg. Co. of Chicago, who are makers of drum heads, banjos, and banjo ukeleles.

He also represents Leonardo Nunes, Los Angeles, Cal. This is the original Ukelele made in Honolulu, and they taught the Hawaiians to play the Ukelele, and that is the original one. He has a complete line on this.

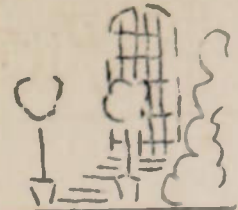
## LYON & HEALY

Lyon & Healy of Chicago have some very interesting instruments on display in Room 403, namely the Shrine Model Ukulele unique in shape top, back and sound-hole edges bound with green celluloid, the body having triangle shaped body, and also a guitar with the same idea carried out. The new Curved model Soprano Saxophone embodying the new balanced action has proved very successful, this has also been carried out in all their saxophone models. This merchandise is in charge of E. G. Clayson, their Western Representative.





# SOCIETY



Edited by Ed. L. Berg  
Chairman Ladies Entertainment  
Committee.

This convention of the Music Trades Association will be chronicled as one of the outstanding features of San Francisco society life owing to the large number of prominent women taking part in the program and assisting in the entertainment of the visiting ladies.

Miss Helen Sibley, daughter of Beeman P. Sibley, manager of the Western Piano Corporation, appeared at the convention charmingly gowned in a rather extreme costume of white. Miss Sibley, a devotee of tennis, is devoting this on-tire week to the Music Convention.

Helen O'Neil, managing-announcer of K.F.R.C. radio station of San Francisco, has arranged for an afternoon tea for the ladies on this afternoon, (Tuesday).

Miss Mae Barton, the very efficient secretary of the convention and personal secretary to Philip T. Clay, will be gowned in a delightful creation of yellow brocade.

Miss Edna Ireland, through the courtesy of Shirley Walker, has been placed in charge of the registration desk and is also able to provide delegates with FREE tickets to the Victor party.

Mrs. B. R. Brassfield of Portland was one of the early arrivals. Mrs. B. Brassfield has been a consistent visitor at all conventions.

Bert Hulme of Packard fame, is accompanied by his charming wife. The Hulmes claim Seattle as their home.

Mrs. Oscar Berger, wife of the northern Baldwin Piano Company representative, will be gowned in flesh colored chiffon and lace this evening at the Victor dinner and ball. Pink satin slippers with rhinestone buckles will complete Mrs. Berger's costume.

Mr. & Mrs. Louis Gannon, Baldwin dealers from Pullman, Washington, are accompanying the Bergers. Mrs. Gannon will be gowned in a costume of black velvet, with satin slippers to match.

No society column would be complete without mention of the mustache of Otto May. For further particulars notice it at the Victor party.

Mrs. Drew Silver is here from Tacoma. She states Mount Tacoma still is covered with snow.

Speaking of snow and Tacoma this department might mention Seldon Chappel, the Tacoma manager of Sherman, Clay & Co. although his name might better appear in the sports rather than the society department of this paper.

Mrs. A. L. Quinn, wife of the gentleman of the same name, is in attendance and of course participating in all of the enjoyment.

Mrs. Henry Gardner and Mrs. Arthur Laurillard of Oakland, wore both on hand. These two charming ladies have had a great deal to do with past successes.

In tomorrow's paper I hope to be able to tell regarding the costumes of our visiting Radios.

# PROGRAM<sup>o</sup> Wednesday

6.

Published By

WESTERN MUSIC TRADES JOURNAL,--

Room 351,  
Hotel St. Francis,  
San Francisco.

BYAM PUBLISHING COMPANY

EDITORIAL:- This newspaper is for, by and of the Western Music Trades Convention. Its one aim is to serve the latest news hot off the griddle to the delegates. Every member should consider himself a star reporter. All news, personal or otherwise, so long as it is about the convention will be thankfully received. Come along and try your hand at appearing in print. Copy must be in Room 351 by 10:30 each morning.

-oOe-

G. L. Taylor Speech (contd).

"Every great man has been a lover of music", said Taylor. "It is not a question of whether a man has technic, or knows the scores of a lot of symphonies. It is whether he loves music or not that makes him a musician.

"Music is the international language of the world. All the religions of the universe respond to sacred music. All the babies of the world recognize a lullaby, and all the soldiers of the world are stirred by martial music. All music is good music if you like it, whether it stirs your soul, or makes your heart beat faster, or only tickles your feet.

He spoke of modern music as playing neither on the black keys, nor on the white, but in the cracks. He mentioned "Sweet Adeline" as the Battle Hymn of the Republic, and told that the Irish has invented the bagpipe, and given it to the Scotch as a joke, and that the Scotch had never seen the joke yet.

-oOo-

WEDNESDAY, JULY 13th-

- 9:00 A.M. "Increasing Record Sales";  
C.E.Martin, Martin's Music Shop,  
Falo Alto, California.  
Gerald M. Best, Technical Editor  
of "Radio Magazine", S. F.  
Discussion and Questions.
- 9:30 "Handling the Phonograph Trade-In  
Problem";  
Wm. H. Cross, Mgr. Talking Machine  
and Radio Dept., Jackson  
Furniture Co., Oakland, Cal.  
Discussion and Questions.
- 10:00 "Electricity in Music";  
R.J. Heffner, Pac. Tel. & Teleg. Co., S.F.  
Discussion and Questions.
- 10:30 "Importance to Radio Dealer of  
Good Broadcasting";  
J.W. Laughlin, Managing Director  
of KFO (Operated by Hale Bros.  
who are also Radio Dealers).  
Discussion and Questions.
- 11:00 "Radio and Talking Machine Service-  
What It Should Be and How It Can  
Be Made To Pay";  
Loren L. Ryder, Supt. of Radio  
and Talking Machine Service,  
Sherman, Clay & Co., S.F.  
Discussion and Questions.
- 11:30 "How To Sell Radio In A Music  
Store";  
R. E. Smiley, Asst. Sales Mgr.  
Atwater Kont Co., Philadelphia.
- 12:15 PM- Adjournment.
- 12:30 Inspirational Luncheon in  
Colonial Ballroom.  
Oregon and Radio Day.  
Speaker: Howard I. Milholland,  
Studio Manager and Chief An-  
nouncer K G O  
Subject: "The Human Side of  
Broadcasting".
- 2:30 Band & Orchestra Instrument Dept.-  
Italian Room.
- 3:00 The Bevitt System-Mrs. Zay R. Bevitt
- 4:00 The Melody Way,- Mr. Cain



## THE RAGING MAIN

By A.G. Farquharson

The good ship SS "Harvard" steamed out of Los Angeles Harbor on Sunday afternoon for Frisco- ho with a small contingent of delegates for the Convention. It was large enough, however, to leave the passenger list, and an organization committee soon foregathered in the cabin-de-luxe of Tonk-Patt. Uncle George Epstein of the Platt Music Co. called the meeting to order and the minutes of the meeting were jotted down by Johnnie, daughter of a thousand Vikings of Norway. The roll call revealed a list including Mrs. George Epstein, our Johnnie, Mrs. Tucker, Mrs. Lockhart, Mrs. Walter Epstein, Patterson, Ed. Walmer, Frank Grammis, George Lane, Bloom, Frank of San Diego, and other hardy mariners. The Captain chartered a sporty course, hugging the coast. A ground swell was the result, such a one as Francis Drake experienced four centuries ago, and which made him miss the Golden Gate.

And so it was in this case, "Oh, that ground swell! Heave ho, my hearties!" and many heaved and, tho' longing for the Golden Gate, forgot the bearings and but for Uncle George--searching for Scotch boats with no gulls following 'em-the ship would have passed the Golden Gate, but spy-glass to eye, he tipped the schedule, those sea-dogs arrived and swelled the registering crew of special-car-larks and highway scorchers, brightening the eye of the indefatigable Shirley Walker and that 'ornory member", Ed. Berg.

### TONK MFG. CO.

Tonk Mfg. Co., and Walter M. Gotsch Co., Rooms 401-2 are exhibiting imported tapestries and needle point shawls. Period and standard benches are featured.

## BALDWIN PIANO COMPANY

In Room 390 is found the interesting display of the Baldwin Piano Company. Mr. Thompson of San Francisco, Mr. A.W. McDonald, and Mr. O. A. Berger of Seattle, are looking after the exhibit. They have on display a Baldwin Wolte-Mignon, a Queen Anne model Howard Grand, the number 15 Monarch piano being 4 ft. in size and constructed of beautiful Italian Walnut as well as the 220 Hamilton. The Baldwin seems to be running to period models and are showing some beautiful instruments.

### GULBRANSON PIANO CO.

Gulbranson is exhibiting three new models in Room 352. The outstanding feature is the fact that in the reproducing piano the regular foot pedals are used instead of special pedals. A 4 foot 1 inch model is on display as well as the 4 feet 5 inch. Mr. G. E. Corson, of the Dalles, Oregon, is in charge of the exhibit.

### EDISON DISPLAY

In Room 397 the Edison Company of Orange, N. J. is exhibiting a model of the first phonograph, invented by Thomas Edison, fifty years ago this August. The latest models are also on display showing the wonderful steps science has made in the furthering of musical reproduction.

### BLUE BIRD MANUFACTURING CO.

Blue Bird Furniture Mfg. Co., Room 204, Herbert R. Zenker and R. C. Olsen are once again exhibiting a very extensive and beautiful display. The Blue Bird Furniture Mfg. Co., has come to great prominence during the last year and are distributing a large percentage of Radio furniture throughout the Pacific Coast. Visit Room 204 for latest designs in Radio furniture.

LIST OF EXHIBITORS.

Adlor Mfg. Co.	318
American Bosch Magneto Co.	425
American Piano Co.	412
Argus Radio Corp.	318
Atwater Kent Mfg. Co.	708-9
Baldwin Piano Co.	390
Blue Bird Furn. Mfg. Co.	204
Bruno, C. & Son, Inc.	326
Brunswick, Bulke Collender Co.	529
Cable, Hobart	414-15
Cleo Violin Stringe	410
Columbia Phonograph Co.	329
Continental Music Co.	417
Edison Phonograph Co.	397
French, Jesse & Sons Piano Co.	418-474
Goetzlin, Louis F.	137 Turk St.
Gotsch, Walter H. Co.	401-02
Gretsch, Fred Mfg. Co.	303
Gulbranson Co.	352
Haddorff Piano Co.	408-9
Ingold, Ernest Inc.	708-9-10
Ivers & Pond	219-20
Kierulff & Ravenscroft	331
Kohler & Chase	405-6
Lange, Wm. L.	314
Lentaty Stands Mfg. Co.	319
Lester Piano Co.	359
Listenwalter & Gough, Inc.	305-6
Lyon & Hoaly	403
Magnavox Co.	218
Mathusek	137 Turk St.
Mehlin, Paul G. & Sons	310-11
National Stringed Insts. Co.	454
Naujoks-McLaughlin	370
Pooley Mfg. Co.	710-11
Radio Corp. of America	810-11
Sahlein, J. H.	391
Schierson Bros.	323
Schulz, M. C.	525
Settergren, B. K. & Co.	201-2-3
Sherman Clay & Co.	301-2
Simson & Frey, Inc.	312
Slater, Harry Mfg. Co.	396
Slingerland Banjo Co.	325
Sonora Phonograph Co.	205-6
Starr Piano Co. Pacific Division	421
Story, Seth	378
Tonk Bros. Co.	304
Tonk Mfg. Co.	401-2
Western Music Trades Journal	351
Western Radio Trades	351
Western Piano Corp.	210-11-12
White, H. N. Co.	301-2
Wright, H. Earle, Inc.	452
York Band Instrument Co.	378





GENTLEMEN —  
IN MY TRAVELS  
AROUND THE  
COUNTRY — I  
FIND EVERY-  
THING IS  
JAKE !!

TOM MERCER — OF  
BANKERS COMMERCIAL  
SECURITY CO. OF N.Y.



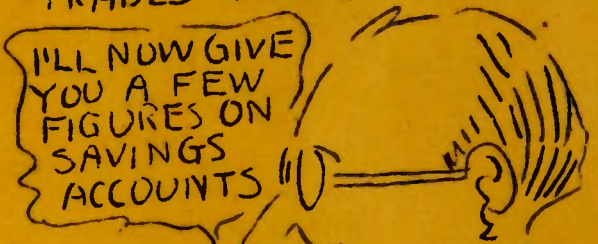
DID YOU COME ACROSS  
ANY SAXAPHONE  
PLAYERS ?

PHIL T. CLAY — PRESIDENT  
OF SHERMAN CLAY & CO.  
PRES. WESTERN MUSIC  
TRADES ASSOCIATION.



THE BUDGET  
SYSTEM —  
MAKES IT  
SO SOLID  
YOU CAN'T  
BUDGET  
AN INCH !!

JOEL W. KAUFMANN  
SECRETARY AND  
TREASURER OF  
THE EMPORIUM  
GAVE A GOOD  
TALK ON "DOUGH"



I'LL NOW GIVE  
YOU A FEW  
FIGURES ON  
SAVINGS  
ACCOUNTS

G.W. BANTA  
VICE PRES.  
WELLS-FARGO  
BANK



HOW  
CAN WE  
GET  
SOME  
OF IT?

EDW. H. UHL  
PRES. SO. CALIF. MUSIC  
CO.

DO-DE  
DO-  
DO-DO  
DOUGH

10000000



# WHAT ALL MUSIC MEN SHOULD KNOW

10

By R. E. Hausrath

Yesterday we asked you boys to lay off the lick while the Convention is convening, but a lot of good it did. Don't try to deny it! How else do you account for the yowling and the racket on the third floor of the St. Francis last night? And who busted the mirror in Room 301? And who busted me on the nose? Who knows? I don't. This sort of thing has got to stop!!! And it will---after the Convention is over.

We asked Ed Uhl for a match yesterday morning, but he was too busy.

Say, Ed Little sure is in trouble. You know that Doll Dance he did in the basement of the Ferry Building? Well, it seems that the kilts he wore for the fracas were stolen from Farquharson, the Scotchman, and while Ed was cavorting, A. G. was pacing his room in his B. V. D'S. He'd be there yet if Frontson hadn't loaned him a pair of his two-pair pants.

We asked Ed Uhl for a match yesterday afternoon, but he was too busy.

A number of our lady customers want to meet Ed Berg, the big Lady and Liquor Lad. Ed is meat for ANY lady.

We asked Ed Uhl to have a drink last night, but he wasn't too busy.

Seems like nearly everyone attending this Convention is named "Ed". What unoriginal mothers these boys had.

I couldn't sleep a wink last night. In the room next to mine Irwin, Fletcher and Ford Stephenson were trying to sing "Sweet Adeline". You know what that shows. Those babies ought to go into vaudeville---sweeping the stage.

And in the room on the other side of me Beeman Sibley and Shirley Walker argued for two or three hours as to who was the better golf player. They were all teed up. Finally the lemonade

ran out and a coupla boll hops tucked them in bed.

And now gentlemen, let us be serious for a few moments. The object of this convention is primarily to impart and acquire knowledge pertaining to the great art and industry we serve--MUSIC. What do YOU know about music? In the hope of instilling some vital information we herewith print a list of important questions, and because we figure you're more or less dumb on the subject, we also give the answers.  
"Ask me another".

- 1- Who was Johnny Lind?
- 2- Can a sonata be played in A flat?
- 3- What are the most pleasing notes?
- 4- Who shot the inventor of the saxophone?
- 5- Who cares?
- 6- Is it possible to straighten a Geo. P. Bent piano?
- 7- Who wrote "The Barbor of Seville" and why?
- 8- Do scales injure a piano?
- 9- What is a snare drum?
- 10- What is a zither?
- 11- Has the radio come to stay?
- 12- What is the object of a music convention?

## Answers:-

- 1- Jenny Lind was a famous singer, but now she's only coffee cake.
- 2- Not after ten o'clock at night.
- 3- Guaranteed thirty-day notes in your favor.
- 4- No one, but he must have been half-shot when he conceived it.
- 5- Nobody.
- 6- Ask Fred Sherman, and get it straight.
- 7- His landlord, for the rent.
- 8- Any poor fish knows that.
- 9- A percussion instrument played by a "trap" drummer. But all he can catch with it is hell if he doesn't "beat" it in time.
- 10- A stringed instrument that sounds silly if you're not careful.

(Continued Next Page)



(Hausrath continued)

- 11- We often wonder when we sell them on the installment plan.
- 12- To get away from home and raise hell.

Our Welfare Committee wishes to inform visiting delegates that in San Francisco they can buy for a nickel the following souvenirs:-

- A pound of paper entitled "The Saturday Evening Post"
- Smith Bros. gift to mankind
- What passes for coffee at the Greek's
- The wrong number in a telephone booth
- A sneer from a waiter
- No GOOD five-cent cigar

That'll be all today lady.

SOCIETY

George Sheehan, the handsome representative of Barker Brothers of Los Angeles, will act as host to the record girls of the Murlitzer store at the Thursday banquet.

Special arrangements have been made for ladies to attend the Golf dinner on Friday night. See Mr. Sibley for tickets. Only a few can be accomodated.

Tomorrow we will tell of the plans for the big banquet and party on Thursday night.

A few tickets for the Atwater Kent party can be obtained from J. Raymond Smith, chairman of the Reception Committee. Kindly see Mr. Smith at once.

Mr. and Mrs. H. Paul Mehlin are in attendance at the convention. They have just completed a tour of the southern part of California, and the mountain states.

After the convention they are leaving for the northwest. They will return to New York via The Canadian route, stopping to view the beauties of Lake Louise and Banff.

SOCIETY

Edited by Ed. L. Borg, Chairman Ladies Entertainment Committee.

The Victor party of last night out-classed any previous affairs of such a nature ever held in San Francisco, and the beautiful women, handsome gowns and delightful entertainment will ever be remembered.

A good time was had by all.

Mrs. Otto May and Mrs. Bob Bird as Victor hostesses gave every attention to the enjoyment of their guests.

Mrs. Sidney Lee Johnson of Portland was beautifully gowned in flesh colored chiffon and lace with a completed costume of pink slippers with rhinestone heels.

Mrs. Andrew C. Love has been an untiring worker on the Ladies Entertainment Committee. Every one appreciates her work.

Mrs. Charlie Boothe of Los Angeles is attending the convention.

James Schiller very kindly furnished corsage bouquets for the various young ladies assisting in the registration of the delegates.

Tonight we have with us Earnest Ingold and his wonderful party.

The ladies gold watch found at the convention proved to be the property of Mrs. John Farnham who expresses her appreciation of its return.

Charles Dundore of the Haddorf Piano Co. will be host to the ladies of the convention at lunch on Thursday.

Miss. Cathryn Berg of Rocky Ford, Colorado, was present at the Victor party last night, beautifully gowned in a creation of pink chiffon over flesh colored silk.



THE VICTOR BANQUET  
As reported by the  
Office Boy.

Say Boy, did ya see the dames at the big feed last nite? They sure had on swell duds..all shapes, sizes and colors.

And the food..say we had all the funniest sounding things you ever heard. First we had a cocktail. Dont smack your lips, I did too and what da ya think..it was fruit. Then soup. Brought it in a cup stead of a bowl like Ma does. I thot it was tea and put cream and sugar in it. Kinda made it taste funny. Then I looked on the bill of fare. Saw something bout 'paupyettes' or somethin like that. I didn't know wheter to tackle it or not, but the guy next ate it O.K. so I did.

After that they brought on the chicken. Boy Man it was good. I thot mebbe Tillie, the girl what plays piano in the store and is pretty fat wouldn't eat it and give it to me, but no such luck. The waiter brot the salad. There wasn't no room but he socked it right down on my butter. I almost socked him, but Tillie kicked me under the table so I just grinned. I sure hope I catch that guy out sometime.

Then he brot the finish course. Called it "Peech Melba" 'Frizzio' something. My mouth sure watered. I stuck my spoon in the peechee..or rather I started to..The durn thing skidded and almost landed in Tillie's lap. I chased that thing all around. I was getting hot under the collar, and Tillie kept gigglin. I looked at the Boss, and he was as hot as I was. Finally I grabbed holt with one hand and jabbed the peechee with my spoon and put the whole thing in my mouth. You can't kid me, not even a peechee.

We listened to some guys from Hawyee sing and play. Then another guy sang. He sure could warble. After that we danced. I sure jigged Tillie around. And..Say..those Haywyceens came back and brot their sister. Say Bo..I'm wigglin yet. I sure like that kind of terpsicorin.

Harkniss sure has a keen band. We sure danced. Oh..Say some other follas had some swell music.. Made me think of hot tamales, you get me dont ya. Then some other guys came, wore white pants n'everything. They belonged to Horace Heidt..I mean the guys not the pants. I started to go to bed but those guys played so durn hot I couldnt.

WITH THE EXHIBITORS

STARR PIANO COMPANY

The Starr Piano Co. will exhibit and demonstrate a grand piano, embodying a new and wonderful keyboard principle. This is called the Chromatic Glissando Keyboard which enables the performer to use chromatic glissando effects with ease. This invention overcomes inertia of the short leverage when the key is struck at the immediate rear of the ivory or sharp, by placing at that point a roller bearing divided as to color into white rollers and black rollers, yet all on the same level as the sharps or black keys. A guide strip against which the finger may be placed enables one to follow the lowers easily, even though inexperienced, and chromatic sliding of the fingers singly or in various multiple forms, produces many pleasing combinations of sound, heretofore impossible of attainment on the ordinary keyboard. This marvelous instrument can be seen in Room 421.

CONTINENTAL MUSIC COMPANY

Continental Music Co. of San Francisco, have several new models in string instruments on display at Room 417. The Banjola models #30 & #60 which give a tone similar to the guitar, the Vita-Uke made by Harmony a unique shaped ukulele, and the Colonial ukulele, sprayed with white enamel and black figures of colonial dress painted on the bodies. These instruments are very popular among the trade according to John L. Luellen, President of the Continental Music Co., and P. M. Gazley, Secretary and Western Manager of the Continental Music Co. Mr. Luellen is also Vice-president of the National Musical Merchandise Association.

J. M. SAHLEIN

J. M. Sahlein of San Francisco has a very interesting exhibit in Room 391. He has on display Fohner Harmonicas and Accordeons, and Regal Stringed Instruments, Heberlin Violins, Chapelain Clarinets, Y'Koko Hawaiian Ukuleles, Monarch Banjos, Elkhart Band Instruments and Grand Rapids Band Instruments.



# Radio Stressed as Major Item In Music Store Merchandising

OREGON DAY-RADIO DAY  
LUNCH AND MUSIC.

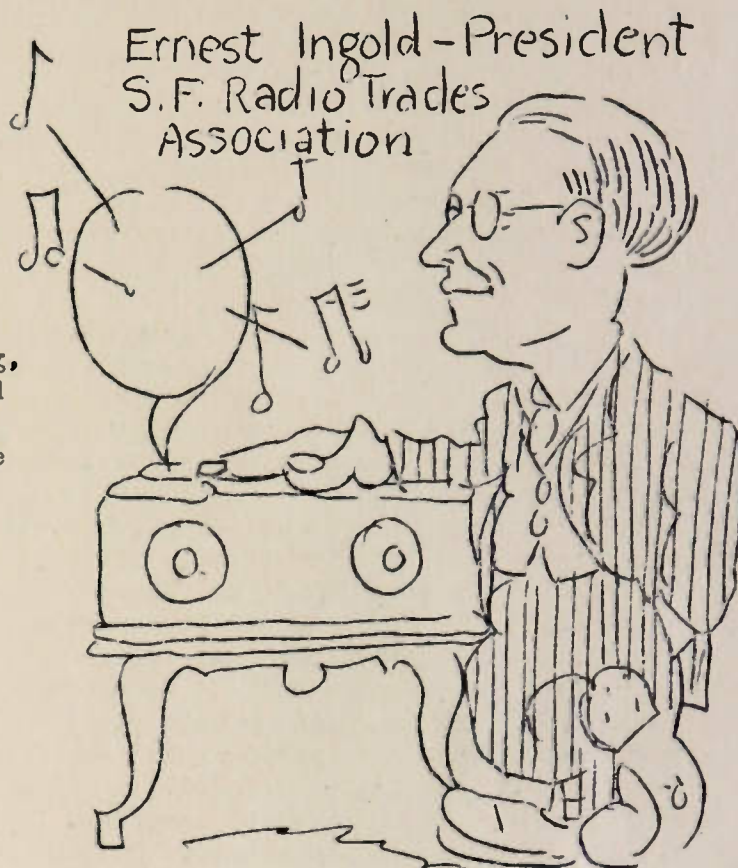
Even the hungriest of the delegates lifted their voices in song, and made the welkin ring, (whatever that is), when Joseph Graham led the bunch in singing, "The Winding Trail". Perhaps the idea that "home sweet home and you" has a kind of steak and potato sound to the married men in the convention, was back of it. Whatever is the reason, the delegates certainly can sing, and did. Then they ate their lunch. And then E. B. Hyatt, of Portland, chairman of the day, introduced the guests at the speakers table, and one who was a guest but wouldn't speak, one Charles Edison, son of the illustrious Thomas. He looked as though he could speak-and think too,-but he merely smiled and sat down.

Then the music began, and the slightly masculine programs that have been the rule to this point,-save for the fetching hula dancer of the Victor dinner,-was given the proper feminine touch by the charming singing of Juanita Tennyson, soprano, and Lucille Atherton Harger, contralto. Ronald Jensen and Al Sather, singers of ballads in a most pleasant manner and Cyrus Trobbe and his Palace Hotel Orchestra, playing through the courtesy of the Western Piano Corporation, B. P. Sibley, president, furnished the orchestra pieces de resistance for the program.

Howard I. Milholland, studio manager and chief announcer of KGO, held forth at interesting length on the "Human Side of Broadcasting".

After telling of some of the gratifying, -and some of the embarrassing,-details in the life of a radio broadcaster, ranging from the letter of a poetic admirer, to the telephone request of a lady who wanted to have the concert program stopped, and a hula played so that her little girl might dance for her guests, Milholland came to the serious message of his talk.

(Continued on next page)



PREPARATIONS MADE FOR 1000 AT  
ATWATER KENT BANQUET TONIGHT.

To-night at six forty-five, A. Atwater Kent is host at dinner to the Western Music Trades Association. It will be a "night by candle light", and we are all looking for big things to happen. T. Wayne MacDowell, convention manager, came all the way from Philadelphia to see that the party goes over in the regular MacDowell style. Artists for the occasion are nationally known, Allan McQuhae, celebrated Irish tenor, who has been heard by millions from coast to coast, both in his concert appearances and over the air at his broadcast for the Atwater Kent Music hours. Dr. Edward James Cattoll, Philadelphia speaker, who has appeared over 25,000 times throughout the world, will be the principal speaker. Carolyn Cone-Baldwin, pianist, Ampico-Chickering artist, will appear in several numbers. Throughout the program, the entertainment is well varied. Three orchestras will appear, Phil Sapiro, the Atwater Kent orchestra, and for dancing the Cyrus Trobbe Dance Orchestra.

At the ...  
...



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# A Few of the Interesting Exhibits

## LANGES SHOWS BANJO

One of the most interesting features to those interested in the Banjo World is the new Banjo Harp placed in the market by Wm. L. Lange, manufacturer of Paramount, Orpheum and Banner Blue Banjos.

This innovation has taken the banjoist by storm. It not only embodies the best feature of the banjo, but gives the artist a new and enlarged scope of possibilities. These instruments are not played as the ordinary tenor or plectrum banjo, but thru a new patent process of tone reproduction the wood head replaces the calf skin and the result is a tone quality which entirely converts the banjo to a miniature harp. For song accompany it is a pronounced success, and is especially wonderful for radio work and is being used largely in recording.

## POOLEY DISPLAY

Mr. Thomas T. Warren, representative of the Pooley Company, Philadelphia, is exhibiting a beautiful line of cabinets in Room 710. Speakers are also on display. There is one of particular interest, the new Pooley speaker with double tone chamber, each being 60 in. long, one chamber stressing the low notes and the other stressing the higher ones.

The new cabinet of particular interest are the Italian, Colonial, Chinese and new arm chair designs.

## C. LEO MUSICAL STRINGS

S. Simon, representative of the Cleo Musical Strings for Violin, Cello and Double Bass, has strings for the four mentioned instruments which are Trued. The gut for the Violin is stretched for thirty days, the Cello for three months, and the Double Bass five months. They are then tested for strength, the faulty gut discarded. These strings are then sold with a thirty day guarantee. Cleo Gold Knot Ukulele strings are also distributed by Mr. Simon.

## LENTATY STANDS

A. Lentaty of Los Angeles, manufacturer of the Lentaty Saxophone Stands, has some very interesting stands on display in Room 319. The models on display are:-

String Bass Adjustable Stand  
 Universal Banjo Stand  
 Folding Bass Saxophone Stand  
 Sousaphone Stand  
 Baritone Saxophone Folding Stand  
 Paul Whitman Orchestra Banjo Stand  
 Oakwood Folding Stand for three and four Saxophones  
 Trombone Folding Stand  
 Ordinary Stationary Saxophone Stands

The big feature is a Bass drum stand which folds up from 32" to 16", all the parts being adjustable and foldable to suit the artist.

## ARGUS ELECTRIC RADIO

The Argus, an entirely electrically operated radio using ordinary tubes, is being displayed in Room 318 by Howard D. Thomas. The Argus Electric Company, manufacturers of the set, have been turning out light socket radios since 1922. The set achieves its purpose without attachments, eliminators or special tubes.

The set is characterized by an unusually beautifully tone and an entire lack of hum. It is housed in a very beautiful and complete line of cabinets. An innovation is a provision for the easy attachment of a phonograph pick-up.

Thomas is also displaying a very interesting line of Crown Phonograph Cabinets by the George I. Bent Company, Louisville, Ky.

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Shepard Pond, of Ivers & Pond, is getting his first glimpse of the big Pacific pond on this trip. After absorbing the sights of San Francisco and environs he plans to visit Los Angeles and will return home by way of the Panama Canal.

EXHIBITORS CONTINUEDFIRST SHOWING CROSLLEY BANDBOX

The Crosley "Bandbox", a new and distinctively designed six-tube radio receiving set made in two types for battery or lamp socket operation, is being shown for the first time on the Coast by Kiorulff & Ravenscroft in Room 331. This set, together with three improved Musicones, one constructed like a tilt-top table, and three new art furniture models in which the new receiving set can be used, was announced and displayed by Powel Crosley, Jr., President of the Corporation.

Of particular interest to the radio public is the statement made by Mr. Crosley that the new set will be furnished with the AC tubes of the Radio Corporation of America, when AC operation is desired.

The new Crosley "Bandbox" has been designed from the ground up, no parts being used that were incorporated in previous Crosley products. The unique feature of the set is the fact that the brown crystal metal cabinet is readily removable, adapting it for use in art furniture models. The set is made in two types for battery or lamp socket operation.

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MR. CHAS. EDISON ATTENDING  
 CONVENTION.

Mr. Chas. Edison is attending the convention in connection with the Edison exhibit. Last year Mr. Edison took over a number of the duties of his illustrious father and this summer took over most of the responsibilities of the merchandising end of the business. His father, the famous inventor of the phonograph, is again spending most of his time in the laboratory.

The Edison Company is preparing a big celebration in August to commemorate the 50th anniversary of the phonograph. This will take place in Orange, N. J.

This is the first visit of Mr. Edison to the coast since 1913. However, due to an increased interest of the Company in the western part of the country, he will travel through the west every year. The Company has offices in Denver, Colorado; Ogden, Utah; and San Francisco.

Mr. A. L. Walsh, the General Manager of the Phonograph Division, is accompanying Mr. Edison.

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CDFTRYU &' (\*)PL?MKJH  
"By Bill Seroy".

We asked LING where he had been and he tried to tell us in the following manner:-

Jesy now been to Africa.  
 What you doing in Africa; looking for a Majostic Eliminator?  
 No, no, look for mummy.  
 Looking for mummies, did you find any?  
 Yes, yes, yes, find lady mummy.  
 You found a lady mummy; what did she look like?  
 No good, too flat feet.  
 Too flat feet, how do you account for that?  
 Don't know, maybe so walk home from too many camel rides.

-----  
H. EARLE WRIGHT, INC.

Otto Bloom, representing H. Earle Wright, Inc., Los Angeles, who distribute Kolster Radio Equipment exclusively in California, is registered at Room 452, St. Francis Hotel. To Mr. Bloom's many Southern friends in San Francisco attending the convention a most cordial invitation is extended to view and hear the new additions to the popular Kolster Line which are being displayed on the Pacific Coast for the first time. Mr. Bloom is most enthusiastic over the new Power Cone speaker, also the Kolster "6H", inc. the famous Kolster 6 tube set with the new power cone and power supply in Hugenot Walnut Console.



EXTRA

EXTRA

# CONVENTION DAILY

COMPLIMENTS WESTERN MUSIC TRADES JOURNAL

## HAIL!!

THE NEW PRESIDENT  
AND BOARD OF DIRECTORS!



ED. UHL.



# A FEW OF THE MUSIC BOYS CARICATURE



L. S. LINDSEY  
TREASURER  
OF THE CONVENTION  
WITH WILEY B. ALLEN

B. P. SIBLEY IN CHARGE  
OF THE GOLF TOURNEY

ED. BERG  
ANNOUNCER

HIS MASTER'S  
VOICE  
OTTO MAY -  
OF THE VICTOR  
TALKING  
MACHINE  
CO.

SHIRLEY WALKER ARLEIGH BROWN

HERE'S  
WHERE  
I LOSE  
ALL MY  
FRIENDS

RIGHT  
THIS  
WAY  
LADIES

I'M TALKIN'  
FOR OTTO  
WOOF-WOOF

HE HAS  
A KIND  
FACE

SING



# Uhl - Elected President!

## Resolutions Adopted

EDWARD H. UHL, of the Southern California Music Company of Los Angeles, was unanimously elected to the presidency of the Western Music Trades this morning, succeeding Philip T. Clay of Sherman, Clay & Company, San Francisco, as leader for the Western States. The entire ticket of the nominating committee was accepted unanimously, and the new president received the gavel from the retiring president amid the loud cheers of the delegates. President Clay was given a resolution and a standing vote of thanks for his work during his term of office.

A resolution providing for the establishment of music as a regularly accredited subject in the curricula of high schools and colleges, and as a part of the accepted list of academic subjects was submitted by the resolution committee, headed by James T. Fitzgerald, and was passed unanimously along with the three other resolutions presented by the committee, one of them for the encouraging of piano contests in all of the large cities of the west, one of thanks to the Victor Company for their entertainment of the delegates, and one providing for the standardization of retail piano prices through the nation.

Los Angeles was chosen as the next convention city. The newly elected officers and directors include:-  
Edward H. Uhl, President.

### ATWATER KENT BANQUET UNIQUE

NOVEL DECORATIONS, EXCELLENT  
ENTERTAINMENT, GOOD FOOD  
DELIGHT DELEGATES.

With vegetables and candles furnishing the decorations, and with a most elaborate program including everything from beautiful girls to classic music, and from a rousing inspirational talk by Dr. Edward James Cattell, to a set of Irish ballads by Allen McQuhae, silver toned tenor, and a group of piano selections by the world known artists, Carolyn Cone-Baldwin, the delegates voted that the Atwater Kent banquet held last night was one of the cleverest affairs ever staged.

The delegates had become better acquainted during the last day or so, and there was a charming spirit of laughter and good fellowship all about. The dancers circled to the last moment, and when the strains of Home Sweet Home sounded, there was even a loud sound of protest. It was a real success, and when the floor managers passed around the lovely favors for the women guests, with phonograph records for good measure, everyone was more than delighted.

### First Vice President

G. F. Johnson, Portland, Oregon.

### Second Vice President.

Royal W. Daynes

Consolidated Music Co., Salt Lake

### Treasurer

Frank Gramis, So. Calif. Music Co., L. A.

### Secretary

E. Palmer Tucker, Wiley B. Allen Co.- L. A.

### Executive Secretary

A. G. Farquharson

Sec. Southern Calif. Music Trades Assn.

### DIRECTORS

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#### British Columbia

James Fletcher, Victoria

Daryl Kent, Vancouver

#### California

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Wm. Gross, Oakland, Cal.

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Norman F. May, San Diego

Ellis Marx, Sacramento

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Frank Salmacia, Glendale

Morley T. Thompson, San Francisco

James T. Fitzgerald, Los Angeles



DIRECTORS CONTINUEDIdaho

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E. B. Hyatt, Portland

George C. Will, Salem

Utah

George S. Glen, Ogden

Washington.

Russell T. Bailey, Spokane

Hugh Campbell, Seattle

E. R. Mitchell, Seattle

THE SCHEDULEConvention Banquet TonightGolf Day Tomorrow

Beeman Sibley, Chairman of the Golf Committee asks that all delegates having cars, fill them up before leaving for the golf course tomorrow. A bus will leave the Post Street entrance of the St. Francis for all others at 11 A.M. Don't forget the golf dinner tomorrow night.

BROUGHER SPEAKS

The Inspirational luncheon this noon was a real success. Everyone was happy from the moment of singing "Honolulu Moon" until the chairman of the day dismissed the meeting.

Rev. James Whitcomb Brougner, of the First Baptist Church, Oakland, gave one of his famous straight from the shoulder talks.. 'Play Ball'.

Miss Helen O'Neill and Harvey Orr rendered a number of musical selections that were received with enthusiasm. Ronald Johnson and Al. Sather, baritone, pleased the delegates.

Herb. Meyerlinck's Band, appearing thru the courtesy of the Starr Piano Company, kept everyone pepped up and happy.

PERSONAL NOTES

The H. N. White Co. have an interesting exhibit. They are showing a trumpet of particular interest. It is a perfect instrument, altho only 12 inches long. It is known as the Tiny Tim. Is an octave higher than the Liberty Standard and in B flat. There is also another model known as the "Gargantua", being 8 feet long, double B flat, that is proving of interest.

Mr. Richard N. White of Cleveland, Sec. of the Company, is in attendance. Mr. Paul Bennett, Western Representative, is also in charge.

Scheirsen Bros. of Los Angeles in Room 323 are exhibiting a wonderful ukulele embodying new ideas in construction. They have combined the tone of the guitar by using a large body and longer fingerboard scale. The instrument is strung with steel strings to bring out its wonderful tone qualities, and is bound and decorated with the finest of materials.

Mr. Harry Hinrichsen, 152 W. 44th St., New York City, is attending the Sheet Music sessions of the convention. Mr. Hinrichsen is United States representative for the Peters Edition, a sheet music publishing house in Leipzig, Germany. The firm is 127 years old, and is planning on reintroducing their library in this country. Morse-Freeman are the Southern California representatives.

Tonk Bros. are displaying an interesting line of instruments. The display card showing the Tonk American line is of particular interest. Mr. Kaffenberger is in charge of the exhibit. Mr. Jansen is on the job from the southern territory.

C. Bruno & Sons, Inc., New York, are exhibiting their entire line of Poach, Tru-Fret and Glee Club Instruments. There are also on display a complete line of Bruno accessories and Vitatone Ukus. Bruno has been serving the music dealer's since 1854. They are wholesalers exclusively. Mr. Clyde Wilson, Western Rep. is in charge of the display, headquarters in San Francisco.



# TODAY *by* Arthur Hisbrain

By R. E. LAUSRATH

This convention is becoming a convulsion.

The management of the St. Francis has presented me with the Compliments of the Season and a bill for \$53.00 for the busted mirror in Room 301. \$50.00 for a new mirror and \$3.00 war tax. I thought the War was over. They said it was---all over the third floor.

Two years ago Lou Geelzlin of the Pacific Music Co. attended the convention in Los. For three days and three nights he never left the Biltmore Hotel. Just staggered from one room to another. This year he's zigzagging through the corridors of the St. Francis, singing "Don't Tell Me I've Just Been Dreaming" (or "Drinking" or something). We can't quite make it out. Lou gets so maudlin.

The Columbia Phonograph Co. has a nice exhibit. They are featuring the record, "Two Black Crows", which is selling "restrictively", but we like their "Old Crew" even better.

The W. C. T. U. has asked us to refrain from mentioning licker in these columns, so from this time now and on we'll "speak easy".

That boy Lloyd Taylor certainly knows his onions. And he has the further good sense to use cloves to hide the onions---or what-ever he's drinking.

The Edison Phonograph Co. is displaying the first machine they made. Leon Lang is displaying the first horse and buggy he used in Oakland 65 years ago when Fred Sherman first hired him (Leon-not the horse). It is said that that horse and buggy inspired the song, "Thanks for the Buggy Ride". There were no bugs on the horse. Leon washed him off with a hose every Sunday morning after church.

(This paragraph contains less than 1-2 of 1% alcohol).

Delegates will please not use the laundry chutes for exiting. While "it

all comes out in the wash", you may land with the stuffed shirts.

Some delightful one-day trips for the ladies have been arranged by Edna Ireland, (that neat little trick at the registration desk). Visit Daly City at night. (It doesn't look so bad). See "Chicago" (at the Curran Theatre). It is even possible to reach London (by telephone).

Ten days ago there was an earthquake in Australia, buildings badly shaken.

Yesterday news came from ancient Palestine of another earthquake.

Today we hear that San Francisco suffered another earthquake. 300 music merchants in convention paralyzed. Flee hostelry in nightshirts, led by Dick Ahlf.

\*\*\*\*\*

We've seen some odd editors in our time, but Wally Byam, who gets out this mess, wins the iron Stetson. That lulu actually sets type in a tuxedo. Wouldn't that slay you?

Boys---Phil Clay has just led me astray---I mean, aside, and told me to lay off this foolishness. He says the convention is getting silly enough without any help from me; so I'll have to quit. Besides, it's getting late and I have to take a bath yet. If you've had half as much fun being lampooned as I've had doing it, we've both had a good time. And may all your children be acrobats.

Good'bye.

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ATWATER KENT BANQUETBy Tillie, the stanog.

Girls did you see the GORGEOUS gowns last nite at the Atwater Kent dinner, and the Marvelous looking men.. I was simply THRILLED to death. And did you see that handsome shiek Ernest Ingold. HONEST girls, he looked at me once and I was THRILLED to death. And that adorable Mr. Smiley. I almost moved to Philadelphia right away. And Mr. MacDowell was so KEEN looking, but Ernie had to spoil it by saying he brought his bride with him. I don't see why he brought that up for anyway, as wives are so uninteresting.

Those Atwater Kent boys sure threw MELN parties, and Mr. McKee, Girls, when he smiles and when he drawls out goodmorning I just forget everything I'm doing. It makes me feel so queer and...you know. As Mr. Cattel said, My heart's still 'pulping from his' goodmorning!

The decorations were so original. Cabbages, carrots, onions grouped around in the center of the table. Tommy, that COMMON office boy worried all evening thinking of all the mulligan stew going to waste. He said lots of the radio men took some home.

They had SWELL entertainment too. A piano player that could really play HEAPS better than Rosie the girl at the store. Had an awfulla DOGgy name too..lmo. Cone-Baldwin. And Allen McCune, that WONDERFUL Irish tenor. And the KEENEEST orchestra, dancers n'every-thing.

They gave away GORGEOUS perfume holders, sent to me specially by Mr. Kent. I didn't think he'd think of me way out here. Spose he gave them to all the girls so they wouldn't be jealous.

Spose most of you wonder what we had to eat, but WHO could eat with such HEAVENLY entertainment. But I assure you we had a real feed. and then the dance was on. Ho. Hum. I sure am tired.

THIS FROM MARSHALL BRFEDEN

The Victor Talking Machine people are fairly entitled to our gratitude for certainly they brought luxurious entertainment to this Convention, but splendid as the feast was, it's flare for fun was as nothing compared to the exposition put on by Beeman B. Sibley, and some others. It would require the pen of a Persian poet to properly draw a picture of detail and manly Beeman in his many gyrations as he flitted, light as a bobtailed thrush from butterfly to butterfly, occasionally guided and abetted by his friends Bassingdo Berg, and Collins.

PERSONAL NOTES

Bob. Selander gave us a good note about a recent purchase and then made us promise not to publish it. However, if anyone goes to Room 325 maybe he'll divulge this valuable information.

\*\*\*\*\*

Mr. Frank Bellis, nationally known as the Music Master of Fresno just arrived with a load of hay. For reference see Clyde Wilson, the jovial boy in Room 326.

\*\*\*\*\*

Mr. and Mrs. Frank C. Howard of Kansas City, Mo. are attending the convention. Mr. Howard is manager of the Musical Merchandise Dept. of the J. W. Jenkins Music Co. and Vice President of the Musical Merchandise Assn. of America.

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A birthday breakfast was tendered Arthur B. Miller in the room of Irving Lohr, Van. L. Lange Paramount banjos. Mr. Miller is president of the Tacoma Music Co., The Vancouver Music Co., Vancouver, B. C., the Pacific Music Co., Seattle, Wash. According to all reports, Mr. Miller is the Beau Brummel of the convention. Girls, there were 38 candles on the cake.

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# POSTSCRIPT

EDITION OF THE

Convention Daily ~ July, 15.

"NOTHING"

By H. F. McGrath.

Well folks, we've talked a lot, but we liked you all and just wanted to remind you that we will be on the job next year in Los Angeles, and will greet you with a big smile. Don't forget it.

Also, last but not least, if you like us you can have us with you every month of the year for the small sum of \$2.-, subscriptions gladly received at 501 Commercial Exchange Bldg., Los Angeles.

Since advertising makes the world go round and keeps the wolf from the door, your patronage will be appreciated.

## SOME MORE GOSSIP

Mr. H. C. Fisher from the Fisher Music Store of Salt Lake City, is a guest of Mr. Clyde Wilson, Bruno & Sons.

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Mr. Casper Cook of the Cook Music Shoppe, Fresno, is attending the convention as the guest of Bruno & Sons.

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Mr. Wm. Ringen, nationally known as Bill, manager of the Hanson Music House, San Francisco, has been attending the convention sessions with Mrs. Ringen.

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Mr. and Mrs. Allen Ferguson, of the Ferguson Music Co. San Jose, have been with us this week.

-----  
Mr. Bill Belrose is around the halls with a big smile on his face, and says he is having a wonderful time.

-----  
Mr. Mummy of Hood River, Ore. has been enjoying himself attending the meetings.

-----  
If this column doesn't sound like the Pedunk Journal I'd like to know what does. But..here goes some more.

Aw. rats! Here we thought we were all through with reporting this dam convention when Byam gets out an extra. Just a waste of time and paper. By now most of the boys are feeling pretty delicate. Why, some of them can't see straight.. let alone, read.

Ed. Berg. He is one of the most immodest men at this convention. His 'society' notes are replete. (That's a good word). with reference to 'flesh-colored chiffon'. If Charley Edison reads them he'll be putting tights or even long skirts on that 'flesh-colored chiffon.'

One of Nature's most perfect specimens, Ernie Ingold and Clyde Wilson, are seriously considered in the movies. Both, durn good looking men, they may impersonate the horse in "No Mother to Guide Her". Ben Turpin may guide the horse. They'll be guyed all right.

Al Ravenscroft arrived two days late. He's all burned up. We can't figure whether it's an indoor or an outdoor tan. And don't ask him about radios. He'll answer you Cresley.

The world's Worst Golfer, Howard G. T. Thomas, complains that the golf of the Pacific Coast is different and difficult. What would he think of the Gulf of Mexico. Probably that it was all wet.

Shorty Sherman is here. No, he isn't the fellow that marched to the sea. He's the good natured Nathan who marched to the bars in the old daze.

-----  
Tonight the world's Worst Tumbler, Signor Parker D'Magnavox, will give a gala performance for the gals of the elderly Damsels Domicile. Signor Parker has fallen down some of Chicago's most difficult elevator shafts.



MY IMPRESSION OF THE CONVENTION

Now that the Convention is just about ready to close, and believe me it has been a great convention and everyone has had a great time.-The banquet last nite was a very wonderful affair.

I don't know as I have ever heard the Doll Dance played any more than it was last nite. Of course, Ed Little was the boy that put this number over and just leave it to him to put anything over that he goes after.

George Read was the Paul Revere on the third floor- none of the representatives needed to leave a call, as George was right at the door at 7 o'clock. George evidently is used to doing nite work.

Mr. and Mrs. Frank Hobber, of Los Angeles, attended the ball and were stepping around in full bloom.

Bob Selander is what you call a boy wonder- how he does it nobody knows, but we refer you to room 325.

Mr. Bill Wolf, of the Continental Music Co. was here on the job at all times and spreading his stuff as usual. This fellow is known as the Shiek-in other words all he don't kill he cripples. For future reference room 417.

Yours till next convention,  
Clyde Wilson,  
Bruno Kop. New York City.

\*\*\*\*\*

Robert J. Koehr, general sales manager of the Burgess Battery Company, blew in yesterday from an Electric Equipment Association convention in Portland. Koehr is on the Coast on one of his regular business trips. He states that in spite of the number of B Eliminators on the market, battery sales are greater than ever. The Burgess Company have recently introduced a new type of popular priced heavy duty battery for use in the new multi-tube sets.

\*\*\*\*\*

A. B. Mattingly, Victor Talking Machine representative of the Northwest, has been enjoying the convention, attending the business sessions and social events in his cool, collected way.

CONVENTION BANQUET

Color was the keynote of the last night convention banquet. There was color in the flowers that decorated every table with a generous centerpiece. The leis of vivid hues around the ladies shoulders, the colored spots that illuminated the dancing floor, and the balloons that floated down from the net that held them near the ceiling, all lent quite a gay quality to the scene.

Even the program had its color note, for there were Chinese, Hawaiian, and North American Indian songs performed by the representatives of their respective countries.

Never a note of seriousness intruded into the evening. Even the advertised speaker on A-Cow-Sticks, turned out to be of the "kidding" variety, much to the relief of everyone present. There is such a thing as saturation point of ideas, and so many excellent speeches had been made during the convention that it seemed almost impossible to face another stimulation of ideas.

One of the most fetching events of the evening was an al fresco contest, entered into with enthusiasm by Fred Sherman, Ed. Uhl and Jim Black, with three charming ladies as partners. With the guests looking on with interest the contestants danced around for a long period, and were eventually presented with two silver water pitchers from the punch table. Just what use they could have for them no one could think of.

Phil Clay and Fred Sherman were presented with two magnificent Ingersoll watches by Ed. Uhl, in recognition of their long service with Sherman Clay and Co.

It was a lovely party.

\*\*\*\*\*

The golfers will be out at the Lake Moreced country club doing their stuff this afternoon - and tonight - and how. A picture will be taken of each foursome as they tee off. See 'em in our August issue.

And you'll find all that's printable of the blow-out tonight (and Sibley promises it to be a corker) in the August issue also.





**FIND YOURSELF IN THESE PHOTOS**

*Banquet of the Western Music Trades Association, St. Francis, S. F.*

*Ernest Ingold's A K Convention Banquet, St. Francis, S. F.*

*Ray Thomas' A K Convention Banquet, Elks Club, L. A.*

*Exhibitors Meeting and Banquet of the Los Angeles Radio Show, Alexandria, L. A.*



# Edison Celebrates Fiftieth Anniversary of Phonograph

The year 1927 marks the 50 anniversary of the invention of the phonograph by Thomas A. Edison. On August 12th, a half century ago Mr. Edison, after days and nights of unremitting toil, startled the world with a machine upon which "speech and song could be actually recorded." This year he is once again announcing new and revolutionary advances in the art which he created. Never before has the world seen such a record of continued research and development as now culminates in the golden jubilee of the phonograph.

It is eminently fitting that the father of the phonograph should himself be present at the celebration on August 12th to be held in Glenmont, Mr. Edison's home in West Orange, N. J., and at a luncheon at the Esser Country Club, where the Edison Anniversary Models of the Edison and the Ediphone will be officially announced. A large delegation of prominent men will be headed by Governor Moore of New Jersey, who will present to Mr. Edison a volume bound in gold, containing congratulatory letters from the President of the United States, cabinet members, governors of every state in the Union and crowned heads of Europe.

Charles Edison, son of the inventor and president of the Edison Industries, will say to his father: "You spoke to the phonograph in 1877 and it repeated your words to you. Now the Edison will speak to you in its own words." At this point, the new Edison will be heard saying:

## Speech Delivered By Edison

"We have been together 50 years, Chief. Fifty years of adventure and achievement. For 50 years you have tutored and watched over me with untiring patience.

Do you remember, Chief, that first day 50 years ago at Menlo Park?

"Do you remember how you wouldn't tell John Krussi what I was when you handed him the sketch and said, 'Krussi, make this? You wouldn't tell him because you were afraid he would think you had gone crazy. I remember, because I was a living thing in your brain long before I was given a physical body.

"Do you remember the way the laboratory looked that day, with its jumble of apparatus and the hum of the machine shop coming in through the door? Krussi came in. You and he were alone. He set my first awkward body of brass and tin foil down on the table and looked at you. You hadn't told him what to expect. You didn't even dare to expect much of me yourself. No wonder he was curious. And then you put me in motion and spoke those never to be forgotten first words to me.

"Do you remember how your hand trembled, just a little, when you reset my mechanism? What a tense moment that was! And then, I spoke! I repeated your words. I even remembered your inflections and the intonation of your voice and the little cough you made at the start, because for the first time since the dawn of creation you had endowed inanimate matter with the power to remember such things.

"Poor Krussi! In his amazement all he could say was 'Mein Gott in himmel, it talks!'

"Today is my 50th birthday. I am entitled to ask a favor of you. I want to hear again from your own lips those immortal first words you spoke to me 50 years ago."

Thomas A. Edison will reply, and because of the importance of the event, will permit a fired custom to be broken by allowing his remarks to be broadcast over the air from Station WOR, Newark, N. J.

The romance of modern business finds no better illustration than is afforded by a glance at the phonograph industry as it exists today in comparison with its lowly status in earlier days. From the early cylinder phonograph with its tin foil record to the modern, powerful instrument is a far cry indeed. In those days the phonograph was a distinct luxury and had to be pushed hard to make it sell. Nowadays the industry employs many hundred thousand workers and sells each month merchandise running into millions of dollars.

The phonograph has carved for itself a definite niche in modern life and from this position nothing has succeeded in dislodging it. Small wonder then that we are all eager to hail the great inventor on the occasion of the Golden Jubilee of his favorite invention—the phonograph.

The Pacific Radio Exposition, in conjunction with the Down Town Association, had one wow of an Exposition meeting in San Francisco August 4. The speaker of the day was G. Harold Porter, who gave a very interesting talk, tracing the progress of radio in the field of industry and its advance in the music and amusement realm. Mr. Clendenen told of the progress of the show, stating that over 100 exhibitors representing about 300 manufacturers would comprise the Exposition. He gave a brief outline of the programs to be broadcast from the Auditorium.

\* \* \*

W. E. and W. H. Jackson, 863 Mission Street, have taken the Sparton line. Weinstock Nichols were formerly distributors for the Sparton set.

## Columbia Phonograph and Kolster Radio Combine Instruments

Two of the most prominent manufacturers in the music trades and the radio industry, the Columbia Phonograph Co. and the Federal-Brandes, Inc., have formed an agreement whereby Columbia will enter the field of electrical phonographs and radio combinations, using the Kolster radio sets, power cones and electrical phonograph equipment manufactured by Federal-Brandes, Inc., at Newark, N. J.

This announcement has been made in a joint statement issued by H. C. Cox, president of the Columbia Phonograph Co., and Ellery W. Stone, president of Federal-Brandes, Inc., following the completion of negotiations between officers of the two companies. It is said that the arrangement between the two manufacturers is similar to the agreement between Victor, Brunswick and the Radio Corporation of America. The trade-name of the new electrical instruments is a combination of Columbia and Kolster, namely: the Columbia-Kolster Electric Viva-tonal Phonograph.

Other officers of the two companies who took part in the negotiations are Rudolph Spreckels, chairman of the board of Federal-Brandes, Inc.; Louis Sterling, chairman of the Columbia board, and D. S. Spector, general manager of the Federal-Brandes merchandising division.

Under the terms of the agreement, Columbia will secure all of its electrical phonograph equipment and radio sets from the Kolster plants. The new power speaker recently designed by Dr. F. A. Kolster, chief research engineer of Federal-Brandes, Inc., which attracted attention at the recent Chicago Radio Trade Show, will be used in both the electrical phonograph and the radio combination.

Similar agreements are expected to link the foreign affiliated organizations of both companies in the future, so that the effects of the arrangement just completed will be felt both here and abroad. Columbia now has factories in sixteen countries and Kolster sets are also being made in Canada and England.

Charles Musladin, former sales manager for Alexander and Lavenson, became sales manager for George Campe, 470 Sutter Street, distributor for the American Bosch Magneto Corporation, the first of August.

Fansteel Products, Inc., makers of the Balkite, have turned their line over to Hubbard and Wolf, 274 Brannan St. A. S. Lindstrom carried this line before.



# With the California Trade

## S. F. Afternoon Broadcasts To Aid Dealers

In order to aid the dealers of San Francisco and the Bay region to adequately demonstrate receivers during the summer months, the Pacific Radio Trade Association has arranged for afternoon broadcasts over station KGO.

An hour's program from 2 to 3 p. m. is being given each day of the week with the exception of Sunday and Monday, the first of these programs having been given on June 1.

The program consists of numbers by a trio known as the Pacific Trio.

The programs are being announced as being given under the auspices of "The — Radio Company, member of the Pacific Radio Trade Association." Half the cost of each broadcast is paid by the association and the other half by members of the association who contract for time on the air.

Last summer the same thing was inaugurated by the association with signal results.

*Fred B. Gillenwaters*, Alhambra radio dealer, recently staged a three-day radio show with the assistance of F. P. Prentice, factory representative of Zenith.

The *Radio Store* of Pasadena, has opened a new store at 564 E. Colorado St., one door East of its old location. The store which has been in business since 1920 has added the entire Victor line of phonographs to its stock of RCA, Fada and Crosley radios. Robert C. Bradshaw is proprietor and Russell V. Searing is manager.

The *J. A. Newton Electric Co.*, 154 S. Brand, Glendale, celebrated the opening of a new and enlarged radio department with an open house recently. W. E. Waddington is the new manager of the radio department.

*William "Bill" Bode*, former sales manager for the Glendale Music Co., Glendale, has been employed by the American Bosch Magneto Corp. to act as radio sales promotion manager for the Pacific Coast. His headquarters are now in San Francisco.

A beautiful reception room has been opened by B. M. Markle, of *Markle Radio*, 3411 E. Anaheim St., East Long Beach, Calif. Mr. Markle was formerly in the radio business in Los Angeles.

Radio will be included among the lines handled by a new electrical shop at 10 Lookout Ave., La Mesa, Calif. *Frank Messenger* and *Clayton Grogan* are the proprietors. Kolster and Crosley lines are handled.

## Radio Holds Prominent Place in San Francisco Music Conclave

### Radio at the Music Convention

A number of Radio jobbers and manufacturers were represented at the recent Western Music Trades Convention held at the St. Francis Hotel in San Francisco, July 11-15, having some very interesting displays. The following concerns had exhibits during the convention: American Bosch Magneto Company, Argus Radio Corporation, Atwater Kent Mfg. Company, Ernest Ingold, Inc., Kierulff & Ravenscroft, Listenwaller & Gough, Inc., Magnavox Company, Pooley Mfg. Co., Radio Corporation of America, and H. Earle Wright, Inc.

Radio held sway on Wednesday, the day designated for Radio problems and activities. Among the addresses none was received with greater interest than that of J. W. Laughlin, managing director of KPO who spoke on the subject "Importance to Radio Dealer of Good Broadcasting."

Mr. Laughlin emphasized that 6,500,000 families possessed receiving sets and radios in America during this year, the sets representing an investment of \$35,000,000. As there are 20,000,000 homes in the United States this shows there is ample reason for the radio dealer and manufacturer to take a greater interest in broadcasting.

"We ask for cooperation in our endeavors to improve our broadcasting. Cheap and faulty receiving sets are not conducive to first class transmission of programs. At present only 25% of the families of this country use radios. Therefore there is tremendous incentive for the dealer to cultivate an increase of radio users by assisting broadcasting stations in their desire for improvement," said Mr. Laughlin.

R. J. Heffner of the Pacific Telephone and Telegraph Company, of San Francisco, spoke on "Electricity and Music," stressing the importance of electricity's effect on improvement of radio transmission.

Other speakers included C. E. Martin of Palo Alto, William H. Cross of Oakland, Loren L. Ryder of

San Francisco, and R. E. Smiley of Philadelphia, assistant sales manager of Atwater Kent Company.

At the inspirational luncheon held at noon, Howard Milholland, studio manager and chief announcer of KGO, spoke on "The Human Side of Broadcasting."

### Marshank Returns From Trip

D. N. Marshank of the Marshank Sales Company, Los Angeles, has recently returned from an extended trip throughout the east, having visited his various factories and attending the R. M. A. convention. He announces that his company has just been appointed Pacific Coast representatives for the Electrical Research Laboratories "Erla," Chicago; for the Karas Electric Company, Chicago; and the Beede Electrical Instrument Company, New York.

### Erla Secures R. C. A. License

The Electrical Research Laboratories, Chicago, announce that they have secured an R. C. A. license for the entire line of Erla receivers.

### A. J. Kendrick Resigns

A. J. Kendrick has resigned his position of general sales manager, phonograph division, of the Brunswick-Balke-Collender Company.

### R. W. Jackson Appointed Brunswick Salesmanager

R. W. Jackson, who for three and one-half years has been general sales manager of the billiard and bowling division of the Brunswick, Balke-Collender Company, has just been appointed general sales manager of the musical division of that company, succeeding A. J. Kendrick, who resigned a short time ago.

Mr. Jackson is one of the most aggressive executives in the Brunswick ranks and is extremely well known in the trade.

Jack Levy, wholesale representative for the Cundy-Bettoney Co., Boston, Mass., manufacturers of the Silva Bet and Boston Wonder all metal clarinets, is touring the country. Mr. Levy expects to open Western headquarters in Los Angeles.

The Packard Piano Company announce receiving an order from the United States District Training School, District of Columbia, for four Packard pianos, and from the United States Indian Service for five Packard pianos, which have been sent to different agencies.

Lew Wallace, formerly of Dallas, Texas, has recently opened a music and radio shop in the Third Street Arcade, Santa Monica, California. Mr. Wallace is the beach representative for the Platt Music Company. In connection with his business, Mr. Wallace also is an accomplished musician, often being heard over station KNRC, Ocean Park, Calif.

B. F. McMurry, Tulare, Calif., has moved to larger quarters across the street from his old location.



# Brief Notes and California Personals

## Gilfillan Receives R. C. A. License

Gilfillan Bros. Inc., of Los Angeles, Kansas City and Long Island City, New York, have been licensed by the Radio Corporation of America to manufacture radio receiving apparatus incorporating Radio Corporation and affiliated patents. At this time Gilfillan Brothers are the first western manufacturers to be licensed. Gilfillan Brothers state that their license agreement protects them against legal interference and interfer-

ence from other manufacturers not licensed. This means much to the dealers selling Gilfillan radio.

The new Gilfillan receivers will be absolutely batteryless, achieving their A. C. operation through a rectifying tube.

Gilfillan, it will be remembered, were amongst the first concerns to manufacture neodyne receivers under Hazeltine patents.

Harry William Maddux has opened a radio and electrical store at 119 N. Lime St., Escondido, Calif. Sonora radios are carried.

Woodson F. Jones, Sierra Madre radio dealer, has sold his radio business to the Sierra Madre Electric Co. owned by G. I. Farman. Tom Schwartz, formerly associated with Mr. Jones, has joined Claude Chess, of Monrovia.

Robert Land has taken over the radio store formerly owned by the K. W. Stubblefield Co. and A. L. Florin at 3351 Grand Ave., Oakland. The name of the store is the Grand Lake Music House. Mr. Land is one of the pioneer radio dealers of Oakland. He operates two other radio stores in the city, one at 414-15th St. and the other at 464-11th St. The firm carries RCA and Atwater Kent lines, Columbia phonographs and records, and sheet music.

Harry J. Lee, owner of the Lee Radio Laboratories has moved from 1675 Shattuck Ave., Berkeley, to 516 Seventeenth St., Oakland. A salesroom has been added to the laboratory department.

Southern California Radio Co., of 2135 W. Pico St., Los Angeles, recently opened a branch store at 176 N. Hawthorne Ave., Hawthorne, Calif., where Radiola and Echophone lines will be handled. M. Burchill is manager.

Hendricks Music Co. and the Freed-Eisemann radio agency of Santa Barbara, have combined their businesses at 1015 Estado. The Hendricks Company was formerly located at 7 W. Carrillo St.

R. W. Brewster, former assistant sales manager of the Radio Corporation of America's Pacific Division, San Francisco, is now manager of the radio and phonograph department of Kohler and Chase's Oakland branch.

Clyde Bryant, of Pacific Coast Engineering Co., 243 N. Euclid Ave., Ontario, recently held a radio show all of his own. Zenith radio men were present to explain the sets to the public that was invited to visit the three-day display.

Venice Radio Shop, 1223 Washington Blvd., Venice, recently won a silver cup awarded by the Bay Cities Auto Trade Association for the most attractive private car entered in the "Trade-at-Home" city held recently in the water city. G. F. Stephenson is owner of the shop. The radio car's decoration was executed by Mrs. Stephenson.

H. K. Grimes recently sold out the stock of the O. K. Radio Shop at 105 N. Commercial St., Inglewood. He is now a partner in a sporting goods business at 4229 S. Vermont Ave., Los Angeles.

Pruess Road Radio Service shop has been opened by Mark A. Hintz in Sherman, Calif. The store carries Radiola and Falk radios.

J. G. Tenney's Radio Shop, of Willows, Calif., moved recently into one of the stores in the new Barton Hotel Bldg. Mr. Tenney has done much to stimulate radio business this summer in his community. He has arranged to place a radio set in the summer camp of the Boy Scouts and is also working on the idea that the farmer should own two radio sets, one for home use and the other a portable. The majority of the farmers in this district have summer camps in the nearby mountains where their families spend the summer months.

The Radio Dealers Association of Alameda County, has arranged for a Cooperative Advertising Campaign on radio programs. The dealers will feature what is on the air in their advertising copy. A theater party is planned for June at the Fulton Theater where radio stars will appear in person.

Pacific Wholesale Inc., which was recently purchased by Walter M. Fagan who is now president of the jobbing concern, has moved from 1320 S. San Pedro St., Los Angeles, to larger quarters.

National Radio & Supply Co., Southern California distributor for Steinite batteryless sets, has moved from 814 S. Olive St., Los Angeles, to 141 W. Washington. The telephone number is WEStmore 2748.

Yale Radio Electric Co. has been appointed Southern California distributor for Bosch sets and accessories.

Atlas Radio Service is the name of a new store opened at 568 Castro, San Francisco. The former location was 4119 Nineteenth.

Doc's Radio Service is the name of a new store opened recently at 216 W. Center St., Anaheim, Calif., by George Kohlenberger, formerly of Fullerton. The shop will carry Zeniths.

The Bellflower Electric and Radio Shop is in its new home. The new location gives Mr. Gordanier the required space for a complete line of electrical appliances and a splendid radio showroom.

Mr. R. A. Boles, proprietor of the Boles Radio Den, has moved his store from 48 Broadway, Redwood City, to 618 Broadway, Redwood City.

C. H. Preston, inventor of a radio ground has moved to 441 West Broadway, Glendale, Calif. Mr. Preston is field secretary of the Radio Trades Association of Southern California.

The Southwestern Radio Studio formerly of 5557 S. Western Ave., has moved across the street and is now located at 5610 S. Western Ave., Los Angeles, Calif.

"Uncle Remus" recently presided at a free radio drawing at the Fowler Music Store, Huntington Beach.

Damage estimated at \$5,000 was recently suffered at the Cook-Nichols Company's wholesale radio house at 411 S. San Pedro St., Los Angeles, recently from a fire that started next door at 405 San Pedro St.

Alexander Bell, general salesmanager for Baker Smith Co., Inc., manufacturers and national distributors for Sylfan and Enchanter loud speakers, Quadrotron tubes and other radio materials, recently made a tour of the twelve other Baker Smith offices and to attend the radio show in Chicago.

W. D. Kempton, one of the partners of Radio Sales and Service Shop, Santa Barbara, Calif., has taken over the interests of his partner, W. M. Irich.

Molinari and G. Ghiglieri have opened a new radio store at 421 Columbus, San Francisco.

New radio shops recently opened in San Francisco are: Advance Radio Shop 1414 Sutter St., and Paramount Radio Shop, 5314 Geary.



# What's Doing in the Northwest

## Elaborate Show in Prospect for Portland Fans

Plans for the third annual Pacific Northwest Radio exposition, to be held at The Auditorium, September 14 to 18, are progressing rapidly and call for a showing nearly half again as pretentious as last year's exhibit, according to George J. Thompson, Jr., manager.

Experience gained from the management of the last two shows here will be used to advantage in planning both booth arrangement and entertainment features. Thompson said, Everything on display this year will be distinctly new and remarkably improved over last year, and developments in accessories, such as tubes and eliminators, will be shown.

Entertainment features are being planned on a much more elaborate scale than last year. A large orchestra will be on hand every evening, and a night each will be devoted to a fashion show, a bathing beauty contest and a radio wedding.

What stations will take part in the various broadcasts from the show has not been definitely decided. Thompson said, but each of Portland's leading stations probably will get some time.

Nearly a dozen radio receivers will be given away by exhibitors, Thompson said, and a contest for children 10 to 16 years of age will be conducted, probably along the lines of an essay contest. Prizes will be given for this event.

Thompson expects this year's show to draw nearly 50,000 visitors. He bases his expectations on the increase of 250 per cent in attendance at last year's show over the one held in 1925.

## Geo. Thompson Resigns

Geo. J. Thompson has resigned as secretary of the Portland Broadcast Listeners' Association to devote more time to the commercial end of radio; mainly as secretary of the Oregon Radio Trades Association and manager of the radio show to be held in Portland this fall.

A. H. Bartsch, general sales manager of the American Bosch Magneto Corp., was a recent visitor to Portland.

H. P. Lawson, Northwest district manager for the Willard Storage Battery Co. recently returned to Portland from his annual trip to the factory at Cleveland.

Mr. F. R. Grubbs, salesmanager for the L. L. Thomas Music Co., Marshfield, has returned from an interesting trip throughout the east. While in Chicago, Mr. Grubbs attended the RMA show.

Carl Fitzgerald is in charge of the radio department of a new electrical store opened recently at 911 S. Ninth St., Portland, by Gene and Detre Benoit. Stromberg-Carlson sets are being stocked.

Ned Douglass, of the University Music Store, Seattle, announces that he has taken over the radio department of his store formerly operated by the Woolley Radio Co. George Gordon is the new manager.

## Radio and Music Trades Ass'n. Sponsor First Annual Radio Ball

In an endeavor to emphasize Radio and bring it conspicuously before the public attention—to create a feeling of friendliness and goodwill, the Radio and Music Trade's Association of Seattle, sponsored their *First Annual Radio Ball*. This event took place on the evening of June 28th, in the Trianon Ballroom.

Herb Wiedoeft and his Brunswick Recording Orchestra, famed throughout the country, and the official orchestra for the ballroom, furnished the music for the event. During intermissions music was brought in over the air and by means of loud speakers installed in various places in the hall was clearly audible in all parts.

There were many excellent prizes awarded during the evening including several radio sets valued from \$75.00 to \$200, battery eliminators, chargers, loud speakers, and many other valuable radio accessories. For those who did not care to participate in the dancing, there was special entertainment features by the leading broadcasting artists and entertainers.

The committee in charge of this function included: Harry J. Martin, Chairman, F. S. Kuhn, A. S. Kincaid, Fred Kennard, W. C. Rice, and A. S. Cobb. It is the plan of the Association to repeat this occasion annually.

## Western Dealer Has Snap, Says Geo. Sammis

Returning from an extended trip to New York, Philadelphia and Chicago, George E. Sammis, Portland manager of the *Sunset Electric Co.* and president of the Oregon Radio Trades Association, said that the problems of the Pacific Coast dealer are considerably less than those of the dealer in a large Eastern city.

"There is little cut-price competition and little so-called 'orphan' merchandise offered in the West," he said. "The main problem of the dealer in the Pacific Northwest is the lack of radio consciousness on the part of the public. In the East radio is considered as essential as the telephone and electric light."

While in Philadelphia, Mr. Sammis attended the Atwater Kent distributors convention.

A complete radio set worth \$129.80 was recently auctioned off by the *Radio Electric Co.*, St. Johns, Ore., for the sake of the accompanying publicity. The bids were submitted sealed.

Merle Lanphere has opened the Belmont Radio Service in the Liberty Theatre Bldg., 115 Palouse Street, Wenatchee, Washington. According to Mr. Lanphere, this is the first exclusive radio shop in the Wenatchee Valley. He has fully equipped his shop with a testing laboratory to test all types of radios and eliminators.

Members of the Radio Club of Tacoma and of the Seattle Radio Club held their sixth annual picnic at North Lake on July 17th.

R. E. Peterson has purchased the interest of his former partner, N. T. Peterson, in the Radio Installation and Maintenance Co., 287 East Broadway, Portland.

Val. J. Fischer, formerly with the Fischer-Scheffel Electric store, Medford, has opened a new store of his own. Radios and radio equipment will be featured.

The Superior Radio Service recently moved from their quarters at 5513 72nd Street southeast, Portland, to a more modern and fully equipped location one block north.

Numerous changes in lines have been announced in the past few weeks by northern dealers and distributors. H. A. Killam, formerly of the A. S. Lindstrom Co., is now operating as the H. A. Killam, Inc., handling Balkite, Silver Marshall and other lines. Stubbs Electric Co. will distribute Grebe and Kolster receivers. The Northwest Auto Equipment Co. will again distribute Crosley receivers and Tab batteries. Marshall Wells will handle the A. C. Dayton products and the Arcadia line. Fobes Supply Co. have been appointed distributors of the Grebe and Crosley receivers.

Sunset Electric Co. will continue to handle Atwater Kent. Edward C. Hill, Federal Radio Co., announces his line will again be handled by the Electric Corporation.

## San Francisco All Set for Third Annual Pacific Radio Exposition

By Leo J. Meyberg



(Left) Leo J. Meyberg, Chairman Radio Show Committee.



(Right) Ernest Ingold, Pres. Pacific Radio Trade Assn.

With everything in readiness for the opening of the fourth annual Pacific Radio Show in San Francisco August 20th, the indications are, according to officers of the Pacific Radio Trade Association, that the big exposition will make show history here.

More than 300 nationally advertised lines will be represented in the show. Space has been overapplied for and among those showing will be some of the largest manufacturers of radio sets and accessories in America.

More money has been invested by the Radio Association this year than ever before in making the show both attractive and interesting. This especially applies to the elaborate decorations and lighting effects and to a program of entertainment in which some 300 of the leading artists of the various broadcast stations around San Francisco will be present.

One of the big events of the show will be a Gala Night, Monday, August 22nd, when all of the stations will jointly participate in the program with their artists appearing on the same program. At the same time the stations taking part will broadcast the program of the multitude of radio enthusiasts denied the pleasure of both seeing and hearing the program at the show.

All of the broadcasting will be done in a glass enclosed room making it possible for the audiences at the Radio Show to see as well as hear the programs.

The novel lighting plans for the show have been developed by Elliott Conroy, illumination engineer of the famous "Miracle" production. The lighting plan, according to Leo J. Meyberg, chairman of the radio show committee of the association, will surpass anything ever seen here in the big indoor spectacles held in the auditorium. One of the features of the lighting will be the utilization of 80 powerful spotlights throwing a rainbow effect of varying colors up the walls and converging

in the center of the great overhanging canopy. A colorful scheme of decoration will further enhance the lighting effects.

In addition to the indoor lighting, large batteries of concealed flood lights in the Civic Center will bathe the auditorium in a brilliant glow that will turn the night time hours into daylight. In recognition of the fact that this is America's first radio show of the season, the Board of Supervisors of San Francisco have announced their intention of lighting the \$1,000,000 City Hall and otherwise putting the Civic Center in gala attire.

Ernest Ingold, president of the Radio Trade Association, predicts that the coming show will be one of the most outstanding exhibitions of radio equipment seen anywhere in the United States this year. He declares that the show is already a dominant national factor in the radio industry.

"In the brief history of radio here there has never been a show that has had the impressive start that the coming event has received," said Ingold. "We have more exhibitors and larger exhibits than ever before. Every important manufacturer of radio receiving sets and accessories is represented."

A. A. Treppe, managing director of the Nevada Trans-Continental Highway Exposition, is manager of the show. This is Treppe's second year with the Radio Show. A large measure of the success of last year's exposition is attributed to his professional hand. Treppe did all of the preliminary organization work for the Nevada exposition and carried it to a point where he felt that the local officers could see the fair through to its conclusion before asking to be released for the Radio Show here. Prior to this Treppe for several years was the managing director of the Industrial Expositions held annually in the local auditorium.



# San Francisco Show Exhibitors

Exhibitor	Product
James P. Hermans Co., 585 Mission St.—Zetka Laboratories, Cornish Wire Co., Sentinel Mfg. Co., Temple Co., Inc., L. S. Brach Co.	
San Francisco Chronicle—Newspaper.	
Weinstock Nichols Co., 538 Golden Gate Ave.—Grebe Receiving Sets.	
J. H. Southard, 682 Mission St.—Weston Elec. Instr. Co.	
C. C. Langevin, 274 Brannan St.—General Radio Co., Tohe Deutschmann Co.	
Chanslor Lyon Co., 740 Polk St.—Zenith Receiving Sets.	
Henger-Seltzer Co., 1111 Wall St., Los Angeles.	
Johnston Radio Co., 688 Geary St.—Kemper Receiving Sets.	
Q. R. S. Music Co., 300 Seventh St.—Tubes.	
W. D. Scott, 433 So. San Pedro St., Los Angeles—Balsa-Wood Reproducer Corp., Browning Products Corp., Diamond Vacuum Products Co., Dry Storage Battery Co., Duro Metal Products Co., Essenee Radio Devices Co., Fidelity Radio Corp., Indiana Steel Products Co., I. A. Lund Corp., Molded Wood Products, Inc., C. E. Mountford, Frank W. Morse Co., Perlesz Radio Mfg. Co., Permenco Mfg. Corp., Radiocrafts Labs., Inc., Runzel-Lenz Elec. Mfg. Co., Sovereign Elec. & Mfg. Co., The Webster Co.	
Fansteel Products Co., North Chicago, Ill.—Balkite Eliminators,	
Bay Sales Co., 1384 Bush St.—Willard Storage Battery Co.	
The Electric Corp., 145 Ninth St.—Fada Sets, Speakers.	
Federated Manufacturers Corp., Chronicle Bldg.—Standard Radio Corp. Sets, Hyatt Elec. Corp. Sets, Trav-ler Mfg. Corp. Sets, Keystone Radio Labs., King Elec. Mfg. Co., Precise Mfg. Corp., Auburn Button Works, Richard T. Davis Co., Inc.	
Keeler-White Co., 509 Mission St.	
Garnett Young & Co., 390 Fourth St.—Stromberg Carlson Sets.	
E. T. Cunningham, Inc., 182 Second St.—Tubes.	
American Bosch Magneto, 1262 Post St.—American Bosch Sets.	
McClelland-Felthouse Corp., 515 Eddy St.—Bremer Tully Sets.	
H. Earle Wright, Inc., 123 Second St.—Vesta Batteries, Kolster Sets.	
National Service Co., 1136 Mission St.—Crosley Sets.	
The Freshman Co., Inc., 800 N. Spring St., Los Angeles—Service.	
Kohler Distributing Co., 63 Minna St.—Freshman Sets.	
Philadelphia Storage Battery Co., 218 Fremont St.—Sonora Phonograph Co.	
Western Auto Supply Co., 1100 S. Grand Ave., Los Angeles—Philco.	
Federal Telephone Mfg. Corp., Buffalo—Set.	
National Carbon Co., 599 Eighth St.—Federal Orthosonic.	
R. C. A., 28 Geary St.—Eveready Batteries.	
Wholesale Radio, Inc., Seventh and Folsom—Marine Exhibit, Freed-Eisemann Sets, Speakers and Eliminators.	
Pac. Motor Supply Co., 1440 Market St.—Vitalitone, King Radio Sets, Sterling Eliminators, Klearitone Batteries, Ray-O-Vac Batteries, Herald Speakers, Baldwin Speakers.	
Electric Storage Battery Co., 6150 Third St.—Gem Tubes.	
Ernest Ingold, Inc., 950 Van Ness Ave.—Exide Batteries.	
Coast Radio Supply Co., 648 Howard St.—Atwater Kent Sets, Speakers.	
Grigsby, Grunow & Hinds (Seroy Co., Oakland)—Steinite Sets.	
R. C. A., 28 Geary St.—Majestic Eliminators.	
Guy C. Alterton, 827 Phelan Bldg.—Sets.	
Universal Agencies, Chronicle Bldg.—Hallowatt Sets Electrad, Inc., Greene-Browne Mfg. Co., Yahr-Lange, Inc., Cardwell Mfg. Corp., American Braiding Co., General Instrument Corp.	
Silver-Marshall, Inc., 846 W. Jackson, Chicago—Shamrock Mfg. Co.	
Federal-Brandes, Hobart Bldg.—Kitts, Kolster Sets, Kolster Power Speaker.	
Federal Telegraph Co., Hobart Bldg.—Kolster Socket Power Device, Marine Radio Telegraph Equip.	
Kierulff & Ravenscroft, 654 Howard St.—Kolster Radio Compass.	
Sherman, Clay & Co., 536 Mission St.—Crosley Sets, Kellogg Switchboard.	
E. J. Koepke, Chronicle Bldg.—Giffillan Sets, All American Sets, Carter Radio, Triple "A."	
A. Detsch & Co., 555 Turk St.—Jones.	
Martin-Copeland Co., Shreve Bldg.—Sterling Mfg. Co.	
Raytheon Mfg. Co., Kendall Square Bldg., Cambridge—Tubes.	
Broadcast Weekly, Pacific Bldg.—Magazine.	
Frederick H. Thompson Co., 1131 Mission—Howard Neutrodyne, Burgess Batteries, Kodol.	
A. S. Lindstrom Co., 274 Brannan St.—Dudlow Mfg. Co., Wm. Brand & Co.	
Stewart-Warner Products Co., 1450 Van Ness—Receiving Set.	
Wholesale Radio Supply Co., 171 Second St.—Neutrowound.	
National Co., Inc., Cambridge, Mass.	
United Radio Supplies Co., 693 Mission St.—Bremer-Tully Sets, Apex Sets, etc.	
The Magnavox Co.—Sets, Tubes and Speakers.	
The Spector Co., Rialto Bldg.—Apex Elec. Mfg. Co.	
Herbert H. Frost—Parts.	
Gray & Danielson, 260 First St.—Remler Products.	
Third Church Christ Scientist—Publication.	
Jewell Electrical Instrument Co., Call Bldg.—Meters and Testers.	
Radio Socket Power Sales Co.	
R. C. A., 28 Geary St.—Tubes.	
Listenwaller & Gough, 325 Fifth St.—Federal Sets, Mohawk Sets, Rola Cone Speakers, Phileo A and B, Sonatron Tubes, Yale B Batteries.	
W. E. & W. H. Jackson Co., 865 Mission St.—Sparks-Withington Sets.	
Browning-Drake Corp., Brighton, Mass.	
Dixie Reproducer Co., 1450 San Pablo Ave., Berkeley—Speaker.	
Frederick H. Thompson Co., 1131 Mission St.—Plaza Music Co., Pal Phonographs.	
McGraw-Hill Publication, Mission St.—Magazine.	
Hales, Inc., Fifth and Market St.—Dealer.	
Portable Radio Corporation, 1553 Devon Ave., Chicago, Ill.—Portable Radios.	
Johnston Radio Co., 688 Geary St.—Kemper Portable.	
Precision Electric Co., 1020 Santa Fe Ave., Los Angeles—Pemco.	

## Treasurer's Report of the Western Music Association Convention

A brief resume of the treasurer's report records receipts at \$6,701.16 and disbursements at \$6,696.27. Among the more important receipts was \$4,530.00 collected from the sale of Convention Registration books at \$15.00 each, \$945.00 collected from the sale of extra banquet tickets at \$5.00 each, \$145.00 contributed toward music by Western Piano Corp., Columbia Phonograph Co., Starr Piano Co., and others, and \$300.00 from the sale of extra luncheon tickets at \$1.50 each.

Heading the disbursements was \$2,728.00 for meals, \$951.00 for printing, \$759.69 banquet expense, \$640.00 for postage and express, \$241.00 for direct mail addressing, \$255.00 for luncheon music, and \$329.56 for ladies' entertainment.

### New Buescher Models Prove Success

Buescher Band Instrument Co., Elkhart, Ind., announce their new models of Buescher True-tone trombones which were put on the market in July are proving a great success. The four models, styles 410, in low pitch only; 425, 430, giving fullness to large tones, and 435, with an F attachment which makes two trombones in one, come in various finishes.

Their outstanding feature is the tuning slide which has been transferred from bell to piston, and which according to many musicians, prevents interruption in the taper end of the instrument.

The Gold Seal Electrical Co., Inc., New York, announce the listing of the company capital stock by the New York Curb Market. Active trading of the stock started July 28, 1927.

### New Selmer (Paris) Solid Silver Alto Saxophone

Chester Hazlett, formerly with the San Francisco Symphony Orchestra and also with Paul Ash, San Francisco, and now with Paul Whiteman, New York, has purchased a solid silver Selmer alto saxophone. The delivery was made the last of June and in a letter to Mr. Bundy, president of Selmer, Inc., he states he is more than satisfied with it, being particularly pleased with the mellow tone, carrying power and volume.

According to Mr. Bundy of Selmer, Inc., the first solid silver saxophone ever made, to his knowledge, was manufactured by them in January of this year.

### The Brinkerhoff Rodrigo

Brinkerhoff Piona Co., Chicago, Ill., is distributing some very interesting and beautiful folders among their dealers. Of special interest is the folder "From Medieval Spain" in which is described the Rodrigo, a gSpanish Renaissance grand piano. The design is taken from the Rodrigo Cathedral, the motif of which is recreated in the piano.

The Brinkerhoff Rodrigo may be had with either the Welte-Mignon (licensee) or the Aria Divina Reproducing Action.

Daniel E. Ellis has opened a radio and refrigerator store in the Professional Bldg., Beverly Hills. He is featuring the Steinite radio.

The Kemper Portable Radio Company, Los Angeles, has opened a factory branch at 49 East Colorado St., Pasadena, under the name of the Kemper Radio Studio. S. E. Philpott is in charge of the studio.



EXPOSITION COMMITTEE  
FIFTH ANNUAL  
**RADIO**  
EXPOSITION



Lombard J. Smith



A. G. Farquharson



Waldo T. Tupper



J.W. Boothe



W.D. Scott



Pavilion Annex



C.H. Mansfield



C.W. Griffin



Ambassador Auditorium



H.E. Sherman



Les Taufenback



T.C. Bowles



C. Marshall Jr.



# "Radio Show Beautiful"

In Los Angeles, September 4th to 10th

Los Angeles' Radio Trades Association is about to realize its most triumphant achievement. On the eve of the fifth annual National Radio exposition, which this year by right of values is termed the "Radio Show Beautiful," the association is bending every effort toward making the event an unstinted success.

Dates are set for September 4 to 10 with the first day devoted entirely to the "Preview," to which the dealers and those connected with the radio profession and their families only will be admitted. Late in the evening of the fourth, which falls on a Sunday, all those in attendance at the Preview will retire to the main ballroom of the Ambassador Hotel where a banquet will be spread. Plans are being made now for entertainment of a most elaborate character. A stage will be erected just behind the speakers' table on which all the entertainers will appear. Those in charge state that speeches will be few and far between, short and to the point. The affair, known to the trade as Good-Fellowship Night, will partake more of the nature of a friendly get-together and hi-jinks. At midnight dancing will begin to the strains of several of the more prominent radio orchestras, to continue to the wee small hours.

Invitations to this "Preview" have been mailed to every dealer in radio in the territory served by Los Angeles. Last year an attendance of over 2,500 was recorded, this year a considerably larger turn-out is expected.

The show this year will house 212 booths, 72 of which will be housed in a temporary pavilion south of the Ambassador Auditorium. Pointing the way to this temporary pavilion will be a triumphal arch which will act as the main entrance to the exposition. The arch was executed by Juan and Mario Larringa, scenic artists of considerable note. The interior of the pavilion with its booths and drapes will be practically a replica of the auditorium.

In the area between the pavilion and the auditorium demonstrations will be held of the "phantom" automobile, a car being brought out from

Chicago which is controlled entirely by radio through a sending station carried in another car fifty or a hundred feet away. Gears are shifted by radio, brakes are applied, engine started and stopped, and the car is steered entirely by radio. A prize of a thousand dollars will be offered to anyone who can show a living person in the car. The car will also be operated on the down town streets of Los Angeles and neighboring towns as an advertising stunt for the entire week of the show and the week preceding. This phantom car is being viewed by the management as one of the big drawing cards of the show.

As in previous years, airplanes will drop thousands of coupons, awarding radios and accessories to the finders of the lucky numbers.

The partly paid ticket plan, which was pioneered at the Los Angeles

show several years ago and which has since been introduced into a number of the eastern expositions, will again be fostered this year. Dealers may order these tickets with their name imprinted on them for \$3.00 a thousand. This ticket, properly filled out on the back with the name and address of the recipient, admits the bearer for 40 cents. Without this partly paid ticket the admission is 75 cents. After the show these tickets are returned to the dealers who gave them out and become a very profitable prospect list for the dealer.

The broadcasters have combined to offer a diversity and quality of entertainment to be presented from the five stages that is calculated to keep every hour interesting. As in previous years, speeches on radio will also be given afternoons in the little theatre of the Ambassador Hotel.

## Los Angeles Show Committeemen

It takes something more than a mere business man to be a radio show committeeman—it takes a hero.

Few will disagree with the statement that a certain heroic quality must be inherent in a man's disposition when he permits his personal business to lapse into the background while he devotes his own physical and mental energy toward making a success of a common event.

This year, the radio show committee has a new chairman, Lombard J. Smith, who was voted into the place left vacant when J. A. Hartley retired from the Southern California radio field. While a newcomer as a chairman, Mr. Smith is no newcomer on the general committee, for he has served there for several years. In addition to presiding at meetings and acting in a general capacity, Mr. Smith is finance chairman of the exposition, a duty which involves seemingly endless check signing and approving of financial demands.

Other members of the committee include many new members, but one of the "stand-bys" is W. D. Scott.

"Scotty," as he is known wherever there is a radio set, has charge of the banquet plans. Also among the "hold-over" committeemen are Les E. Taufenbach, advertising chairman, and C. H. Mansfield, in charge of relations.

Among the newcomers to the committee is Cloyd Marshall, Jr., chairman of publicity. His duty has been to deliver the message of the show to every community in the Southland, and to carry its story far and wide throughout the United States.

C. W. Griffin comes to the committee this year, in charge of the preview, one of the most important duties connected with the event. H. E. Sherman, Jr., had supervision over the space allotment, and it was largely due to his efforts that the show scored record breaking booth sales and was sold out months in advance.

All the entertainment and broadcasting problems rested on the shoulders of R. B. Yale, and it is reported he has worked out amicable relations with all concerned and that

the seven stages of the exposition will be liberally endowed with entertainment. T. C. Bowles, in charge of the floor, just is finding his duties piling up. These will increase as the exposition opens, but due to his diplomatic skill difficulties are not expected.

An important committeeman, who has gone through several radio shows and has offered many valuable suggestions for betterment, is A. G. Farquharson, secretary of the Radio Trades Association. Waldo T. Tupper, managing director, has sat at all committee meetings, and virtually is an honorary member of the radio committee.

### USE YOUR RADIO SHOW

By L. E. TAUFENBACH

*Chairman of the Advertising Committee*

The first ball of the 1927-1928 Radio season is going to be tossed by Waldo T. Tupper, Managing Director of the Radio Show Beautiful, September 4th to 10th, inclusive, and preparations for this great occasion have been accumulating for several months. The "first ball" is going right smack over the plate and it behooves everybody in the radio trade to be on hand to cheer lustily.

But that's not all! With the free entertainment and the marvelous display of new equipment, it is almost certain that every Dealer in Southern California will attend the Preview. But—what is the Dealer going to do *after* the preview and what is he going to do *during* the week of the Show so as to let the public in *his* community know that there IS a big show going on at the Ambassador Auditorium and that he is a *part* of that show?

EVERY DEALER should by all means dress up his store during the week of September 4 to 10.

EVERY DEALER should make it a point to attend the show as many times as possible during that week and avail himself of the opportunity of meeting prospects.

IT IS A SHOW ALL FOR THE RADIO TRADE, and unless every dealer puts his shoulder to the wheel and takes advantage of this wonderful exhibit, he is losing the biggest opportunity that will be offered his business during the coming season. *Use Your Show.*

## Representative Radio Firms Whose Products Will Be Exhibited at the 1927 Radio Show

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| Acme Electric & Mfg. Co.             | Liberty Metal Products Co.           |
| Acme Apparatus Co.                   | Lincoln, Abraham                     |
| Advance Electric Co.                 | Listenwaller & Gough, Inc.           |
| Aero Products, Inc.                  | Marshank Sales Company               |
| All American Radio Corporation       | Martin Music Company                 |
| Alternating Current Radio Eng., Inc. | Modern Electric Mfg. Co.             |
| American Bosch Magneto Co.           | Morse, Frank W., Co.                 |
| American Electric Co.                | Mountford, C. E., Co.                |
| Andrea, F. A. D., Inc.               | Muter, Leslie F., Co.                |
| Arthur Coil Co.                      | McClelland-Felthouse Corporation     |
| Atwater Kent Mfg. Co.                | McMillan Radio Corporation           |
| Baker & Fitzgerald, Inc.             | National Carbon Co.                  |
| Baldwin, Inc., Nathaniel             | National Lead Battery Co.            |
| Barker Wholesale Company             | Newcomb-Hawley, Inc.                 |
| Baritone Manufacturing Co.           | O'Neil Manufacturing Co.             |
| Birnbach Cable Co.                   | Pacific Wholesale, Inc.              |
| Boggs, Walter H.                     | Park-Frost Advertising Agency        |
| Brach, L. S., Mfg. Co.               | Parker, C. R.                        |
| Bremer-Tully Manufacturing Co.       | Peerless Radio Corporation           |
| Brunswick-Balke-Collender Co.        | Philadelphia Storage Battery Co.     |
| Browning Products Corporation        | Permanco Mfg. Corporation            |
| Buell Manufacturing Co.              | Platt Music Company                  |
| Burgess Battery Co.                  | Pooley, The, Co.                     |
| Burrughs Manufacturing Co.           | Precision Electric Manufacturing Co. |
| Carls, M. J.                         | Putnam Studios                       |
| Carter Radio Company                 | Q. R. S. Music Co., The              |
| C-E Manufacturing Company            | Quinn, A. L.                         |
| C. & G. Electric & Radio Co.         | Racon Electric Co.                   |
| Chanslor & Lyon                      | Radio Corporation of America         |
| Cornish Wire Co.                     | Radio Power Corporation              |
| Cunningham, E. T., Inc.              | Raytheon Mfg. Co.                    |
| DeJur Products Co.                   | Rola Mfg. Co., The                   |
| Dry Storage Battery Corporation      | Samson Electric Co.                  |
| Durkee-Thomas Co.                    | Scott Sales Company                  |
| Duro Metal Products Co.              | Sentinel Mfg. Co.                    |
| Dudlo Manufacturing Co.              | Shamrock Mfg. Co.                    |
| Eagle Charger Co.                    | Sherman, Clay & Co.                  |
| Echophone Radio Manufacturing Co.    | Silver-Marshall Co., Inc.            |
| Ekko Company                         | Smith, C. W., Co.                    |
| Electric Corporation, The            | Smith, Lombard J., Co.               |
| Electric-Motive Engineering Co.      | Sonora Phonograph Co.                |
| Essenbee Radio Devices Co.           | Standard Piano Bench Mfg. Co.        |
| Excello Products Corporation         | Standard Radio Corporation           |
| Fansteel Products Co.                | Sterling Mfg. Co.                    |
| Filter Flex Radio Corporation        | Stewart-Warner Speedometer Corp.     |
| Federal-Brandes Co.                  | Stone, Carl A., Co.                  |
| Fitzgerald Music Company             | Stromberg-Carlson Tel. Mfg. Co.      |
| Fore Electrical Mfg. Co.             | Tanner, C. D., Co.                   |
| Formica Insulation Co.               | Taylor, Don, Sales Co.               |
| French Battery Co.                   | Temple, Inc.                         |
| Freshman, Charles, Co., Inc.         | Test Rite Mfg. Co.                   |
| Frosh, Herbert H., Inc.              | Thomas, Ray, Inc.                    |
| Gardiner & Hepburn, Inc.             | Tobey, A. J., Co., Inc.              |
| Gillfillan Brothers, Inc.            | Triple-A Specialty                   |
| Graybar Electric Co.                 | Ungar & Watson, Inc.                 |
| General Electric Company             | United Cabinet Mfg. Corporation      |
| Grebe, The A. H., & Co., Inc.        | U. S. Light & Heat Co.               |
| Grigsby-Grunow-Hinds Co.             | Utah Radio Products Co.              |
| Haber Electrical Appliance Co.       | Valley Electric Company              |
| Hammarlund Mfg. Co.                  | Vesta Battery Co.                    |
| Harkness, K. H., Co.                 | Victor Talking Machine Co.           |
| Hart & Hegeman Mfg. Co.              | Walbert Mfg. Co.                     |
| Hassler, B. R., Co.                  | Webster Company                      |
| Henger-Seltzer Co.                   | Western Auto Electric Co.            |
| Herald Electric Co.                  | Western Auto Supply Company          |
| Hobbs Battery Co.                    | Western Electric Company, Inc.       |
| Horwood Publishing Company           | Western Radio, Inc.                  |
| Igrad Condenser & Mfg. Co.           | Weston Instruments Co.               |
| Indiana Steel Products Co.           | Westinghouse Electric & Mfg. Co.     |
| Jones, Howard B., Co.                | Willard Storage Battery Co.          |
| Koeler-White Co.                     | Wireless Radio Corporation           |
| Kellogg Switchboard & Supply Co.     | Wright, H. Earle, Inc.               |
| Kemper Radio Corporation             | Yale Electric Corporation            |
| Kierulff & Ravenscroft Co.           | Yale Radio Electric Co.              |
| Kodel Radio Corporation              | Yaxley Mfg. Co.                      |
| Kruger, B.                           | Zenith Radio Corporation             |
| Lansing Mfg. Co.                     | Zetka Laboratories                   |



Radio Dealers! Attention!!

The Radio Show Beautiful

AMBASSADOR AUDITORIUM AND PAVILION

September 4th-10th

-is-

...Your Opportunity...

(1) It is your show. It focuses the attention of the buying public on Radio. It stimulates sales.

(2) Radio Show Week is the Big Opportunity of your season. Make the fullest use of it. Decorate your store. Secure your partly-paid tickets and urge your clients and prospects to attend the show.

(3) Get in touch with your distributor and find how you can "cash in" on this event.

Attend the Preview

FOR DEALERS ONLY

SUNDAY, SEPTEMBER 4

2:30 P. M. to 10:30 P. M.

Partly-Paid Tickets -We will supply you with partly-paid tickets for your customers and prospects. Last year over fifty thousand people called at the Retail Radio Stores, prior to the show, for these tickets.



Take "N" car on Eighth Street direct to Ambassador Auditorium; Wilshire bus to Ambassador. Autos drive out Wilshire Boulevard or West Eighth Street to Mariposa Avenue.

The PRE-VIEW—Sunday afternoon and evening—is exclusively for dealers, jobbers, manufacturers, engineers, foreign buyers, and all others directly connected with the Radio Trades.

It is a wonderful advance showing of the latest and best in Radio.

Assembled for Your Inspection

DON'T MISS THE PREVIEW

# Dealer - Jobber Co-operation

*From an Address Delivered by Sidney Neu at  
the Federated Radio Trades Association  
Convention in Chicago, June 14*

**T**HE jobber stands at a midway point between the manufacturer and the dealer. He is the distributor, and as such, has to take the brunt of many of the dealer's troubles on the one hand and the manufacturer's troubles on the other.

As a first step toward an understanding, let us examine the functions that a radio jobber performs with respect to the dealer.

## *The Jobber and the Dealer*

1. The most important service performed by a jobber for the dealer in any line of business is the selection of merchandise. And by merchandise I mean more than simply the goods themselves. Good merchandise means good goods plus a reliable source of guarantee, plus a ready acceptance on the part of the public due to consistent advertising and good repute, past and present, plus a sales policy that gives the dealer reasonable assurance of a realized profit—not an imaginary one.

2. The second important function of the jobber is the securing and stocking of the merchandise of many manufacturers, so that dealers may carry a diversified stock without making enormous purchases or merchandise of his various lines in his warehouse at the peak of each season to take care of the needs of all dealers.

3. Next in importance among the jobber's functions is the extension of credit. Oh! If it were only possible to extend credit to every young fellow who feels the urge to embark in the radio business. What a business we could do! And what a mess of

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*The most important function performed by the jobber for the dealer is the selection of merchandise. Good merchandise means good goods plus a reliable source of guarantee, plus a ready acceptance on the part of the public due to consistent advertising.*

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unsold, second-hand merchandise would accumulate in our stocks before the spring snows melted, in payment of otherwise uncollectable accounts. As it is, owing to the nature of the business a greater amount of moral risk is accorded in the radio business than in any other line. The wise jobber, however liberal he may be in extending the credit limit of a dealer, will insist on payment of all invoices when due and will refuse shipment of further merchandise to overdue accounts, regardless of whether or not the credit limit has been reached.

4. Closely connected with credit is the accounting system in use by

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*The wise jobber will insist on payment of all invoices when due and will refuse shipment of further merchandise to overdue accounts, regardless of whether or not the credit limit has been reached.*

---

dealers. The jobber can be of inestimable service in recommending a sound system of accounting whereby the dealer may know from week to week and month to month exactly what his profits are. Most business failures are due to an overestimation of net profits and consequent expenditures in excess of what the business will stand.

The account system need not be elaborate, just so that it discloses the facts. It is essential that all expenses be recorded and that every sale be costed.

By adding up the sales in any period, and the cost on each sale, the gross profit is immediately available. Deducting the actual expenses for the same period shows the net profit. Costing of sales is the simplest, quickest, most effective method of figuring profit and should be recommended by all jobbers to their dealers.

## *Helping Make Sales*

5. The jobber's assistance to the dealer in making sales must not be

overlooked. I do not mean the actual making of sales for the dealer,

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*Out of 63 of a certain type of receiver that had been returned to the jobber as defective, more than 84 per cent could have been reconditioned by dealers at expense less than the cost of transportation.*

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but the help he can render by suggesting means for getting business, providing additional accessory apparatus to be sold, arranging of group advertising, devising special merchandising plans, and in a hundred and one other ways.

6. And finally, the radio jobber must be in position to render technical service to the radio dealer where the dealer is unable to render such service.

Radio jobbers who were in the business several years ago invested thousands, perhaps millions of dollars in free service to dealers, as a matter of necessary education. They paid this money out of their pockets, not out of their profits because there were none.

To illustrate the technical service burden that is still placed on the radio jobber, I have compiled the results of tests of sixty-three of a certain type of receiver returned as defective by so-called "Authorized" dealers who had been supplied with full technical information by the manufacturer:

Thirty-three of these 63 receivers or 51.3 per cent required less than ten minutes work to put them in perfect condition. Of these, 19 had no discoverable defect whatever. 4 had weak tubes, two had defective grid leaks, one required the tightening of a dial, while seven needed minor adjustments.

Seven of the 63 receivers or 11.1 per cent had broken connections.

Nine or 14 per cent had broken or defective parts, very easily replaced.

Seven or 11.1 per cent required slight refinishing.

Three or 4.8 per cent had to be returned to the manufacturer.



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*In the matter of judging demand, the jobber's position is made doubly hard by the deplorable lack of loyalty to a line on the part of a certain class of dealers.*

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In other words, even assuming that a dealer is not equipped to refinish furniture, over 84 per cent of all of these receivers rejected by dealers have been reconditioned by the could have been reconditioned by the the cost of transportation and handling, and at a great saving of good will for the dealer and for the line. What shall the radio jobber do in such cases? In all fairness to the conscientious dealers who have equipped themselves for service, the labor performed on this 84 per cent must be charged for.

### **The Jobber's Difficulties**

A jobber who conscientiously endeavors to perform the functions toward the dealer and the manufacturer that I have outlined, finds himself beset with difficulties, some of which are naturally unavoidable while others are wholly unnecessary and due to a misunderstanding of the jobber's problems on the part of dealers and manufacturers.

1. In the matter of judging demand, for instance, a feat that is naturally difficult, the jobber's position is made doubly hard by the deplorable lack of loyalty to a line on the part of a certain class of dealers. Knowing the purchasing power of a community and having established a certain number of franchised dealers, simple mathematics should suffice to determine the probable demand that the jobber must fill.

2. The difficulty of maintaining the manufacturer's guarantee through technical service has been referred to. However, there is one point I

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*In order to give prompt service, a jobber will often replace a piece of apparatus in which some minor part is defective. After this is replaced the apparatus is in every respect new merchandise. Yet four out of five dealers will hesitate to accept it.*

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want to call attention to particularly; every statement made by a manufacturer in his advertising and sales literature is legally and morally a part of his guarantee. When, therefore, a manufacturer makes extravagant claims, such as cutting through summer static and securing reception as good in summer as in winter (which has been done during the present Spring), the jobber can only throw up his hands and admit that he is licked.

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*The dealers' willing cooperation in moving obsolete merchandise would quickly clear the market of that merchandise before it became totally unsalable and there would be no dumping.*

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3. I often wonder how the dealers at large imagine that a jobber should dispose of reconditioned merchandise. In order to give prompt service, jobbers will often replace for a dealer a piece of radio apparatus in which some minor part is defective. After this defective part is replaced, the apparatus is in every respect new merchandise. Yet four dealers out of five will hesitate to accept it, considering it second hand.

4. A new difficulty being presented to jobbers is a suggestion on the part of some finance companies that jobbers endorse the dealer's time payment paper and agree to accept any re-possessed merchandise. Such

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*If all dealers were loyal to the industry they would deny every rumor that crops up, whether it be summer static, chaos of the air, revolutionary inventions, or anything else likely to disturb the public's attitude.*

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finance companies are to be congratulated on their desire to make their safe position doubly safe; but the jobber who consents to this plan is being imposed upon. Assuming a liability such as endorsement entails, might be justified if the jobber were remunerated for the risk it assumes. But I have seen no remuneration offered to jobbers for their endorsement.

5. Finally we come to the great bugbear of the radio industry, the disposal of obsolete merchandise.

Every industry has its obsolescence. It is a more serious factor in radio on account of the rapid changes taking place, often in mid-season.

If all dealers were loyal to the manufacturers they represent, they would profit more by the manufacturer's market-building efforts. The undesirable type of manufacturer would find no market and would cease to exist. The dealers' willing-cooperation in moving obsolescent merchandise would quickly clear the market of that merchandise before it became totally unsalable and there would be no dumping.

If all dealers were loyal to the industry they would deny every rumor that crops up, whether it be summer static, the bad effect of sunspots, chaos in the air, new tubes, revolutionary intentions, the wrong time to buy a radio, or anything else likely to disturb conditions. The public looks to the radio dealers as authorities on what's what in radio. What the dealers do and say, determine the public's attitude. If all dealers were loyal, the public's wil-

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*Any loss or gain to the industry is a loss or gain to everyone in it. Loyalty alone, loyalty to all factors, will free the radio industry of its many ills and problems.*


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lingness to buy would not be spasmodic.

When I charge a class of radio dealers with disloyalty it is with the knowledge that this disloyalty is not intentional, but, rather unconscious. It is one of the natural results of the youth of the industry. We do not find it among those merchants, of business experience, who have taken on radio as a part of their established business, but chiefly among the younger generation whose technical ability far over-shadows their business sense.

As an industry we are competing for trade and for dollars with every other industry. Unless the public is willing to trust its dollars to us, no individual in the industry can get them. Any loss or gain to the industry is a loss or gain to everyone in it. Loyalty alone, loyalty of all factors, will free the radio industry of its many ills and problems.

# The SALESMAN'S FORUM



## Avoiding Arguments Over Service Charges

Trouble continues to develop in newly installed radio sets and the public continues to shove the grief on the dealer in the form of arguments and demands for free service. There seems to be only one effective means of combatting this evil, and it is in the form of a written and signed agreement at the time of the sale.

This agreement, preferably written on the back (or even face) of the dealer's contract form should mention service and state exactly the duration of the free period. It also should state service charges and give suggestions as to care and operation of the receiver and upkeep of batteries, etc.

## The Penalty for Anger

He had worked mighty hard on the deal but she was still skeptical. Al-

though she had promised him to make a down payment if he took the set out to her home on demonstration she still paused and while he was in the home she had the nerve to call a competitor on the phone and ask his advice as to what set to buy. Then she turned and said, "I can't decide yet. I have a friend with whom I want to talk it over before I do anything about it."

This made the salesman a little "hot under the collar" but he tried not to let her know it. But he was just "hot" enough to cloud his thinking ability so he made some inane remark about coming back later and went out of the house. The next day he returned only to find that the competitor had sold a set just like the one he already had out on demonstration. The original salesman had "sold" the set but the competitor got the business. Getting "hot" doesn't pay.

## The Non-Communicative Customer

There is nothing more aggravating nor disheartening for a salesman than to have a customer just sit and sit without indicating his assent or objections to a sales talk. It is easy enough if a customer openly objects. The salesman can meet the points or switch over to another set. But just to have the customer sit and sit—

This type of customer will usually shop around quite a bit before buying. Sometimes he will shop for months. But some day he will buy. He is not worth spending too much time on, but he should be treated with the utmost patience and courtesy. Some salesmen will lose their patience, and the prospect won't go back. The salesman who covers up his feelings and gives a reasonable amount of time to selling will eventually win out. Be patient. Let him sit and sit if he wants to. But keep at it and he will pay you for your trouble.

## Salesmen! Do You Know These Terms?

While it is generally agreed that radio salesmen should keep away from technicality in talking with the average customer, it is likewise admitted that he should be familiar with some of the more common technical radio terms.

H. E. Osmun of Central Radio Laboratories gives the following definitions and fundamental laws of resistance in electrical circuits that every salesman should learn.

1. The *ohm* is the unit for measuring electric resistance. A resistance of one ohm in a conductor will cause a pressure drop of one volt at a current of one ampere.

2. *Ohms law* is a simple equation to determine resistance, current or voltage drop in an electric circuit.

## Salesmen Only!

### Dealers and Service Men, KEEP OUT

This department is conducted by a salesman for salesmen. He razzes mistakes he has seen in himself and others. Likewise he gives some good suggestions he has gathered from experience.

But don't let us stop at that. Here is our chance to air our problems and get some help. Come on, fellows, write in. Address: Salesman's Forum, Western Music & Radio Trades Journal, 501 Commercial Exchange Bldg., Los Angeles, Calif.



If "I" is the current in amperes, "E" is the voltage drop through the resistance, and "R" is the resistance, the following relations are all expressed by ohms law:

$$I = E/R$$

$$R = E/I$$

$$E = R \times I$$

3. The *watt* is the unit of electric power. It represents the energy expended when one ampere flows through a resistance of one ohm or through a drop of one volt.

4. Electric energy is dissipated in a resistance as heat, and the heat, and the amount of heat is in direct proportion to the watts of electric energy dissipated, regardless of the shape or kind of material used in the resistor.

### Greeting Customers

It's surprising the influence that the right type of greeting has upon the frame of mind with which a customer is apt to have a defense built up against being sold. A courteous smile will do a lot to overcome that.

One of the next steps for a salesman is to learn the customer's name and address; his address for a subsequent follow-up in case a sale is not made, and his name so that the salesman can always call the customer by name if he sees him again in the store or on the street.

Think of yourself. Wouldn't you puff up a little with pride at having a salesman call you by name? Everyone likes to have people call him by name. It makes him feel, "Well, well, he must think I am somebody to remember me out of all his customers." But don't mispronounce the name. That's dynamite.

### Hard But Profitable Selling

A salesman recently said, "I wouldn't waste my time standing around the store for customers in the summer. Some salesman are afraid if they leave the store they will lose a sale. But while they are standing around I am making at least a decent living.

"Every morning I start out calling on customers I sold last winter. At the time I sold them I boosted them up as high as they would go for the set and the equipment often consisted of batteries and a cheap speaker. Now I am selling them socket powers and better speakers. It is a hard game, hitting the pavements, and I am not getting rich, but I am at least making a living. I wonder how many of us are?"

### Getting the Down Payment

It is always advisable to get a down payment from a drop-in before he leaves the store, if such is possible. Of course the prospect has a right to know how the set will act in his own home, and this is a way many salesmen have handled the situation.

When the customer has expressed doubt as to the particular set he wants, the salesman suggests that a

down payment be made now. Then in case the customer is not entirely satisfied the salesman can tell the customer that the down payment can be applied to any other set the store handles of equal or higher price, within ten days. In most cases the original set will "stick", but if an exchange is made, the same accessories usually can be used on the new set. Hence, a minimum of depreciation.

## And a Thousand Dollars "Scared Him Out" Who? The Customer? No. The Salesman

One of the greatest obstacles in the way to selling higher priced radios is not consumer-resistance. It is salesmen's fear.

An example of what is meant by being scared out by the talk of big money was seen recently in a jobber's display room. A small retailer who seldom carried in stock any set priced at more than \$150 brought in a prospect to look at a \$600 console job.

The prospect, a woman, wanted "something nice" as a present for her husband. After looking over the stock she saw a thousand dollar outfit that appealed to her much more than the one priced at \$600. Quite in a quandry she asked the retailer, "Well, now tell me, what would you do?"

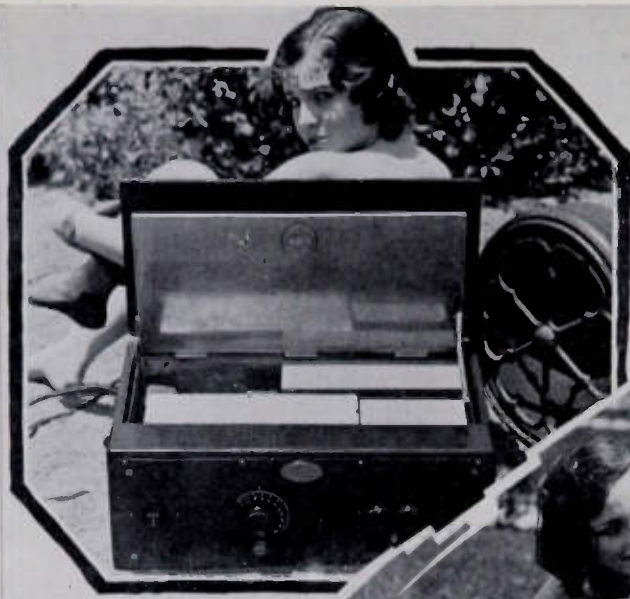
She wanted his advice. She relied on it. But he didn't give it. He just began talking. He was scared out. He talked himself and the jobber out of the thousand dollar sale and half convinced the customer that she should purchase the \$600 job. She finally decided for herself which is something a customer seldom does. She said, "Well, I guess I'll take this \$600 set."

On top of that here is what happened. She said, "I might just as well pay for it now. May I borrow your pen?" Said the dealer, "Oh, don't bother. You can pay later." Said the woman, "But I would rather pay now. At least I will pay part now. How much shall I make the check out for?"

"Oh, a hundred dollars will be all right," said the dealer. Without more ado she wrote out a check for \$500. The dealer thanked her apologetically and pocketed the money.

Not one customer in a thousand would have gone through with a deal like that. Moral: Don't be scared out at the price. Let your customers do the scared act.





*Left, The shielded receiver fails to shield Dorothy Rutledge from camera.*

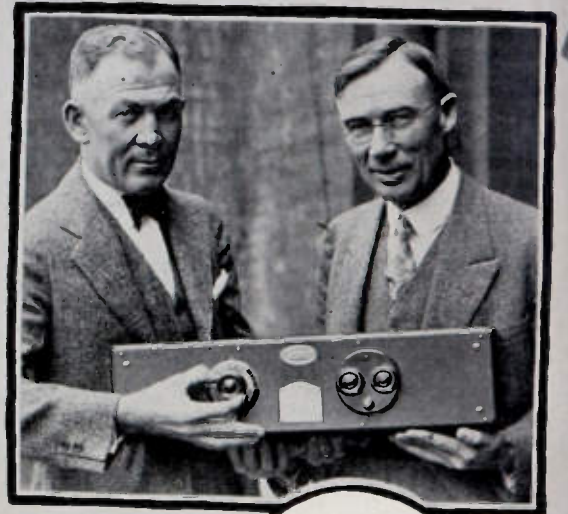


*Right, Estelle Taylor follows Dempsey - Sharkey fight over radio.*



*A shielded receiver.*

*Left, "That's me."*



*Ray Thomas presents Mayor Cryer with Atwater Kent receiver.*





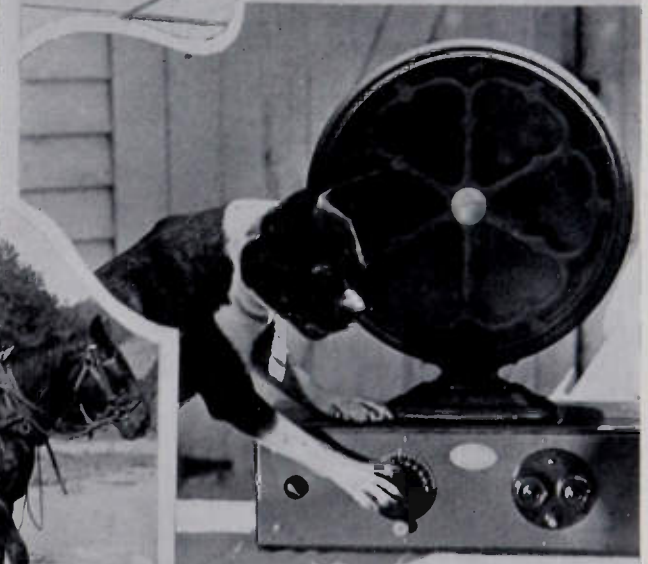
*The March of the Wooden Soldiers.*

*Left, World's Champion Orange Packer presented with checks and radio.*

*Right, A darn good place to roost.*

*Left, Fatty and Farina want to see where the music comes from.*

*Right, Selecting his favorite broadcasting station.*



*Music on the Mane.*



# How To Write Publicity

## That the Newspapers Will Publish

By H. E. Boyden

Publicity Director, Bangs Advertising Company

(Illustrated on Two Preceding Pages)

**EDITOR'S NOTE:** *The Bangs Advertising Co. is credited with having put over some unusual publicity pictures and stories for Ray Thomas, Inc., Southern California Distributor of the Atwater Kent Radio. The idea presented herewith can be adopted to the needs of any radio merchant preparing publicity for the newspapers.*

In order to properly publicize radio or musical merchandise, or any other product for that matter, it is absolutely necessary to consider two things. First: the stories and pictures to be used must carry a punch and have real news interest.

Old stock "stuff" is instantly recognized by an editor and it finds immediate lodgement in the waste paper basket. If that were all it might not be so bad but one or two stock stories or pictures give the manufacturer or agency sending them in a black eye and cause the editors to critically scrutinize every future contribution received from this particular source.

Second in line of importance, the pictures or stories must carry a sales message. While this should not be openly brought out still it must be there otherwise the material is of no merchandising value whatever. For instance, a picture submitted of a pretty girl on a beach might be an attractive picture enough from an art angle but would such a picture publicize a radio or an automobile or a piece of real estate? But suppose somewhere in the picture was shown a radio with a girl looking towards it then, if the story or caption mentions the make of the radio, the reader would be impressed by the tie-up and the sales message would get over. But, be sure that the radio is not the whole picture. If they are then throw the pictures in the waste basket for that is what will happen to them when they fall into an editor's hands.

Now in publicizing radios there are several tie-ups that can be made that carry the punch, have news or interest values and stand A-1 chances of being accepted by the editors. First is the tie-up with some big sporting or other national event. It does not make any material difference what the event is there is always some way to make an interesting tie-up that will go over in the papers and attract reader interest.

In the pictures accompanying this article is shown how this organization tied-up the Atwater Kent radio with the Dempsey-Sharkey fight, the California Valencia Orange Show and with the Los Angeles celebration of the manufacture of the millionth receiver of this make.

In the Dempsey-Sharkey tie-up we had Estelle Taylor, in private life Mrs. Jack Dempsey, pictured listening-in over the radio to the broadcasting of the fight from the rignside of the Yankee Stadium in New York. Miss Taylor was staying at Long Beach at the time of the fight and this picture, in order to get into Eastern newspapers, had to be snapped several days ahead of the battle.

In the third picture of this series we showed Ray Thomas, Southern California distributor of Atwater Kent, presenting a duplicate of the one millionth receiver to Mayor Cryer of Los Angeles.

*While all of these events were of national importance it is just as easy to tie-up with events purely local in character providing some good stunts are developed and the radio does not have to be "lugged" into the picture. Always avoid the obvious. Make your*

*product a concrete part of the picture if you want to put it over.*

And right here let me emphasize two points. Pick pretty models for your pictures and see that they are well posed. Don't just let them stand somewhere in the foreground doing nothing. Make them appear natural, just as if they had been snapped when they were not looking. The more true to life the picture the better its chances of getting over. This is true in all cases.

Captions are an important item in publicity. Put a punch in your caption. The editor may not use it, but very often it gives him an idea that he might not otherwise have had and this is a big help in the life of a busy newspaper man. Then don't use the name of the article or the company you want to put over too much. Once is usually enough. It carries just as much weight and does not force itself upon the reader until it disgusts him. Too much of a good thing ruins the whole picture.

Many merchants and manufacturers fail to understand the psychology of publicity. They labor under the impression that it is good publicity to mention their names or the names of the products they handle just as many times as they possibly can, with the result that their publicity does not get by the editor, and if it should it never would be read.

In every locality every day in the year there are plenty of news stories breaking in which a tie-up with radio could be made and while not all of the pictures or stories would get over a large percentage of them would. Nothing is 100 per cent perfect in this world but a 50-50 break is not only possible but very probable if handled right.

### **The Six Points of Successful Publicity**

- First: Original stories and pictures.
- Second: Don't mention your name or your product's name more than once in story or caption to go with pictures.
- Fourth: Don't duplicate stories or pictures in two papers published in same city.
- Fifth: Keep stories short and make pictures snappy.
- Sixth: Don't try to put anything over on newspaper editors.





**everything to assure profits**

- highest quality in the tubes.
- made in our own plant, America's largest devoted exclusively to radio tubes.
- with a guarantee that *really* protects the jobber and dealer.
- backed by aggressive national advertising, effective displays and aids to public attention.

Registered Trade Mark, symbolic of the sturdy dependability of Gold Seal Radio Tubes



# Gold Seal Radio Tubes

ALL STANDARD TYPES  
**GOLD SEAL ELECTRICAL CO.**  
INCORPORATED  
250 PARK AVENUE, NEW YORK

Jobbers—some valuable territory still open.  
Write for details of our attractive proposition.



Type GSX-171  
High power tubes for use in last stage of audio amplification give increased volume. List price \$4.50



Type GSX-213—Rectifier tube, designed to accomplish full wave rectification of alternating current (a. c.) to direct current (d. c.) List price \$5.00



Type GSX-201a  
The popular general purpose type, for amplifier or detector. Long life and high efficiency. List price \$1.75

**Ingold Plans for Big A. K. Convention**

Ernest Ingold, Inc., entertained the Atwater Kent northern California connections on July 22nd at the St. Francis Hotel.

The affair started with a general reception at the company's offices on Van Ness Avenue followed by a luncheon in the Borgia Ballroom of the St. Francis, served in buffet style. This was followed by an inspection of the various exhibits and charts in the Italian Ballroom where the afternoon session was addressed by Ernest Ingold, president of Ernest Ingold, Inc.; T. W. Warren of the Pooley Company; L. M. Willis of the Atwater Kent Company; and R. E. Smiley, assistant general sales manager of the Atwater Kent Company. T. W. MacDowell and James McKee of the Atwater Kent Convention forces were on the ground completing arrangements.

The afternoon session adjourns at 5:30 and will be followed by a reception and Bohemian entertainment in the Italian Ballroom just preceding the banquet to be served at 7:00 P. M. The principal entertainment of the banquet was a 21-act dancing and musical show known as the "Atwater Kent Follies." This was followed later by addresses by Charles Duncan, R. E. Smiley and Dr. Edward James Cattell, who were brought to San Francisco from Philadelphia. The Convention also heard Carolyn Cone-Baldwin, Chickering-Ampico artist and one of the great pianists of the world.

The meeting received the two artists in a very enthusiastic way and promptly at 10, when the candles had burned low and the lights were dim, the meeting adjourned.

**Victor To Organize Own Jobbing Outlet**

As we go to press it is reported on reliable authority that the Victor Talking Machine Company are to organize a western branch to care for Victor wholesale operations in the eleven Western states with headquarters in San Francisco. The branch company will operate both as a direct factory branch and jobbing organization. Heretofore Sherman Clay and Company have been Victor jobbers in this territory.

R. E. Stone of Garnett Young & Company, Pacific Coast manufacturer's representatives for the Stromberg-Carlson Telephone Manufacturing Company, has just returned from the Stromberg-Carlson conference held in Rochester, N. Y. during the latter part of July. Mr. Stone is very enthusiastic with the sales possibilities of the new completely electrical Stromberg-Carlson line of Receivers.

The spirit shown at the factory of the Stromberg-Carlson Telephone Manufacturing Company is absolutely unique, according to Mr. Stone. More than half of the stock of the company is owned by the employees and there is the greatest spirit of loyalty and good fellowship prevalent. He says that a man with only a five or six year record with the organization is considered just a newcomer, as there are hundreds of men who have been loyal Stromberg-Carlson employees for fifteen or twenty years and, in a great many cases, he found whole families working for the factory.

The new Stromberg-Carlson line is licensed under every available patent today.

**Record Sales Reported As Very Good**

The Stark Piano Company of Bellingham, Washington, reports business as being especially good. Of particular interest to their customers is the record of "Two Black Crows." Five times a week the store advertises records and reports a big sale.

The France Mfg. Co., Cleveland, Ohio, went into production August 1st on a large scale with their two new dry disc type trickle chargers. Trickle rates of one-half and three-quarter ampere have been incorporated, also a booster rate of one and one-fourth amperes. One model is equipped with relay switch while the other is for continuous trickle charging.

Edwin Brooks, salesman for the H. Weissenborn Co., Ltd., manufacturers of string instruments, returned from a very successful trip through seventeen of the western states, traveling as far east as Chicago and as far south as New Orleans. Mr. Brooks further informs us of negotiations with Australian jobbers to handle their merchandise there.

Of particular interest to the visiting Columbia dealers at the recent Music Trades Convention in San Francisco was an afternoon arranged for a tour of inspection of the Columbia new factory unit in Oakland, being shown through the factory by A. H. Massey, superintendent.

Arrangements for the Columbia exhibit and all convention plans were in the hands of A. J. Shrade, manager of the San Francisco Columbia branch, assisted by W. H. Lawton, manager of the Los Angeles Columbia branch; H. L. Fields, R. R. Souders and R. Lanser, sales representatives.

McNeil & Co., of Stockton, has opened a branch in Merced, Calif. Although the store is primarily a music shop, a large radio business is expected.

The Poly Hi Radio Co., 1561 Atlantic Ave., Long Beach, is owned by Henry J. Brennecke and Joseph H. Brennecke.

A. V. Harvey, San Fernando radio and music dealer, has moved his stock from 115 N. Maclay Ave. to the Bailey Art Store at 911 Porter Ave.

McKinley Radio Co., 10905 S. Main St., Los Angeles, has moved to 10817 S. Main St., Los Angeles. Mr. McKinley states this change has added greatly to their general output.

Mohawk Radio and Music Co., 2115 Sunset Blvd., Los Angeles, is owned by William C., Charles E. and Edward Price.



**There's POWER behind the Gold Seal Line**

The striking trade-mark adopted by the Gold Seal Elec. Co.



A. K. Convention Managers Willis, Smiley, McDowell and "Sugar Jim" McKee



# In Great Popular Demand

At New  
Low Prices

# Majestic

Current  
Supply Units

Greater  
Radio Power

National Reputation Well Established  
Highest Quality — Lowest Prices

## Majestic Super-B

Recognized as the leader in popularity, sales, and efficiency. For sets 1 to 12 tubes. List price of unit complete with the **\$29.50** Majestic Super Power Tube.....

## Majestic Master-B

The precision B-Power Unit, offering complete control of all output voltage taps. List price complete with Majestic Super Power Tube..... **\$32.50**

## Majestic Special Master-B

Similar in appearance and design to Master-B, but equipped with Four X-taps for sets requiring same. List price complete with Majestic Super Power Tube..... **\$32.50**



Ask for Specifications on ACE models for sets using the new AC Tubes

The 1927-28 season will see a tremendous demand for Power Units—Majestic has established a solid reputation with the trade and the public

All Majestic Units are DRY. Public opinion is opposed to the use in the home of devices containing liquids.

## Announcing the Majestic "A" Current Supply



Furnished full strength and permanent "A" power direct from light socket. For sets of 5 to 8 tubes, including power tubes. Absolutely "dry"—no liquids—no hum.

Minimum output 2½ amps. at 6 volts. Rheostat on front panel for regulating voltage. Electro-magnetic cutout to prevent excessive voltage—saves the tubes on the set.

Has receptacle on front panel for plugging in "B" supply, so that both "A" and "B" can be operated from the one socket connection, as shown. Convenient switch on cord of "A" unit controlling both sources of power supply, in fact, this switch controls the entire set.

Rectifier on this "A" unit of dry plate type successfully used for many years on battery-charging devices, dependability as well as long life.

Cabinet rich black crystal enamel. Bakelite panel. Dimensions: 13 in deep, 5½ in. wide, 9 in. high. Complete with extension cord and attachment plug. Weight: 32 lbs. net; 39 lbs. packed.

Retail Price Complete with Elkon **\$39.50**  
Rectifier . . . . .

## Majestic SUPER-POWER B-RECTIFIER

Most powerful B-Rectifier made, sturdily built for long life and heavy duty.

1000 hr. guarantee (glass breakage excepted). Gives a year or more of service.

Retail Price \$4.50



Manufactured by

### GRIGSBY - GRUNOW - HINDS CO.

4538 Armitage Avenue, Chicago, Illinois

W. J. SEROY, Pacific Coast Sales Manager, 122 Broadway, Oakland, California

# News From the Mountain States

### Urge Interference Ordinance

Hugh C. Lewis, secretary of the Radio Listeners' Club, Salt Lake City, reports his organization as working on a city ordinance which it is hoped will, if passed, do much toward elimination of interference, or a great deal of it. Here is a clause from the proposed ordinance, which was printed in the press:

"All electric motors, thermostats, sign flashers, X-ray equipment, or any other equipment whose mechanical or electrical construction can cause radio interference, must be provided with proper filter circuits, chokes, etc., to by-pass such interfering currents to ground, or otherwise prevent radiation of same."

W. Pack, of the Utah Radio Products Co., has left for Chicago where he will have charge of the company's laboratory in that city.

Judge M. L. Ritchie has authorized the Bankers' Trust Co. receivers for Nathaniel Baldwin, Inc., to pay a dividend of 10 per cent to general creditors. The dividend is the eighth and will amount to \$25,000. It is stated that this leaves a balance of \$50,000.

Felt Radio Co., of 142 East Third South St., Salt Lake City, has moved to a much larger store and better location at 131-133 East Third South St.

John B. Hawkins, plant superintendent, and E. W. Smith, laboratory foreman of Nathaniel Baldwin, Inc., Salt Lake City, recently went East to visit the General Electric Company's laboratories and other important plants. Before returning they will visit the Radio Show of the Radio Manufacturers' Association in Chicago, June 13-18.

Utah Radio Products Co. is introducing a new type of reproducer, the "Utah Piano Speaker." It will make a radio reproducer out of any piano, either grand or upright. It will retail at \$10, it is stated.

A Washington dispatch says that the use of radio on Utah farms leads the nation in increase. Utah now has 6061, compared with 899 estimated in 1925.

Salt Lake City.—Although the radio business is quieter just now than it has been since last winter, the interest in radio is much greater than normal for this season of the year. It has certainly passed its experimental stage as far as Salt Lake City is concerned. Radio has sunk into the vocabulary of the people more during the past year than ever seemed possible.

R. E. Smiley, assistant general manager of the Atwater-Kent Manufacturing Co., of Philadelphia, was a visitor, conferring with their intermountain distributors, Strevell-Patterson Hardware Co. Mr. Smiley was accompanied by T. Wayne MacDowell, convention manager of the company. Asked about business conditions, he said that the radio industry is rapidly becoming one of the leading industries of the nation and he did not expect it to look back.

Salt Lake City.—For the first time in the history of the local sheriff's office, a man wanted by the Federal authorities was this month apprehended following the receipt of a radio message from Washington.

Salt Lake City.—Henry Foster, Chicago representative of the Utah Radio Products Co., has been elected a director of the Radio Manufacturers' Association.

### Association is Active

The Mountain States Radio Trades' Association, Salt Lake City, continues active. Dr. Orin Puggman of the department of physics of the University of Utah, who addressed the members of the association recently, observed that the novelty of radio had worn off and people would have to be given programs, real programs, if the interest was to be maintained.

At another recent meeting the speaker was the manager of the Capital Electric who spoke on merchandising. He urged that more effort be made to sell higher grade merchandise in the field of radio. These sales, he said, give more satisfaction to all concerned, and they raise the dignity of the business. The installment plan of selling, he said, was all right, but caution must be taken.

Salt Lake City.—Following experiments of almost a year, George N. Child, the City School Superintendent, and George F. Wasson of the Board of Education, each speaking from his own private office in the City and County Building, this month addressed 500 pupils seated in 15 rooms at the Jordan, Jr. High School without the aid of a broadcasting station. An ordinary receiving set was used. The arrangements which made this possible were perfected by a teacher of science at the school, who is being showered with congratulations for having perfected a real invention. Telephone officials, radio experts, educators and others, gathered together to witness this experiment.

Scheck Battery and Radio Station, Albuquerque, N. Mex., has taken on the Copeland line of electric refrigerators.

**Meet Your Friends in the Radio Trade at**

**SAN FRANCISCO'S**

(New Half Million Dollar Hostelry)

**HOTEL ROOSEVELT**

JONES at EDDY

EVERY ROOM WITH BATH OR SHOWER

Single . . . . \$2.50 to \$3.50  
Double . . . . \$3.50 to \$4.50

Suites and Special Accommodations for Families

Convenient to Theatres and Shops

Radio Connections in Rooms

Spacious Lobby and Mezzanine

Write for Illustrated Folder  
Management of RENE A. VAYSSIE

Indorsed by the  
NATIONAL AUTOMOTIVE ASSOCIATION



# CeCo's

## New Type "K" Tube, Radio Frequency Special

*One of the Most Phenomenal Tube Developments Since the Invention of the Tube Itself!*

This tube is especially designed for use in radio frequency. When so used one tube gives results usually expected from two ordinary tubes.

Characteristics—Filament, 5 volts; filament amperes, .25; plate voltage, 67 to 140 volts; amplification factor, 12.5.

These tubes improve selectivity to a marked degree. They also shut out a great of noisy interference.

DEALERS, these tubes offer wonderful sales possibilities, sell them to your radio fans for improved summer reception. They are absolutely without competition.

Do not forget the other CeCo specials, particularly the type H "hard" detector, and our line of special audio tubes. The most complete line offered, manufactured by the largest exclusive tube manufacturer in the United States, producing ten thousand tubes per day.

# CeCo

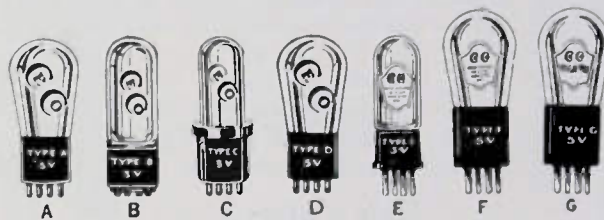
## Tipless Radio Vacuum Tubes

Order a Sample Line from One of These Jobbers

**Myers Electric Supply Co.**  
1729 So. Los Angeles St.  
Los Angeles, Calif.

**A. J. Tobey Co.**  
1500 So. Hope  
Los Angeles

**C. C. Lawton Co.**  
1125 Wall St.  
Los Angeles, Calif.



A complete line for every equipment, guaranteed in every respect.

**McClelland Felthouse Corp.**  
1358 So. Figueroa  
Los Angeles, Calif.

**Radio Supply Co.**  
920 So. Broadway  
Los Angeles, Calif.

**Sunset Electric Co.**  
San Diego

**C. E. Manufacturing Company, Inc.**  
Providence, Rhode Island

Pacific Coast Representative  
**B. Kruger & Co.**  
500 No. Huntley Drive, Sherman, Calif.

### Majestic Introduces New Rectifying Tube—Drops Prices of Items

Important announcements have recently been made by William Seroy of the Grigsby-Grunow-Hinds Company of Chicago, regarding prices and models of the famous Majestic Battery Eliminators for the season 1927-28.

Of outstanding interest is the presentation of the Majestic "A" Current Supply, which is a real dry "A" unit with no acids or liquid, and with absolutely no hum while operating.

Coincidental with the announcement of the "A" Unit, retailing complete with the Elkon Rectifier at \$39.50, the Majestic Company put into effect new retail prices on all of their "B" power supplies. The new price of the Majestic Super "B" complete with Majestic's own Super Power Tube, is \$29.50. The Master "B" Majestic, complete with tube, now sells for \$32.50. The Special Master Majestic is also \$32.50 with tube.

The Majestic Super Power "B" Rectifier Tube, which as indicated, is standard equipment with each Majestic Unit, is said to be the most



Bill "Majestic Ling" Seroy

powerful of all "B" rectifiers on the market. It is a full wave rectifier, designed especially for heavy direct current output and is sturdily built for long life and heavy duty. It is covered by an absolute guarantee (breakage of glass only excepted)

for one thousand hours—the equivalent of one year's average use. It can be used on any type of Majestic "B" units.

The Majestic "A" Unit has a maximum output of 2½ amperes at six volts. It is equipped with a rheostat on front panel for regulating voltage and also is equipped with an electromagnetic cutout to prevent excess voltage from being applied to the tubes of the receiving set. The Majestic "B" plugs into the Majestic "A" and both units, as well as the radio set, are turned on and off by the snap switch on the cord of the Majestic "A."

As always, anticipating the needs of the trade in advance of completed developments, Majestic has announced the Majestic Ace Models, which are equivalent to the Majestic "B" in output rating, but which are equipped with step-down transformers and output terminals for filament connections for supplying current for A C tubes. There are two Ace models—one for the McCullough and one for the R. C. A. or Cunningham A. C. tubes. These models list complete with Majestic Super Power "B" Rectifier, at \$35.00.

## A New Cabinet---the "Bungalow Console"

for the

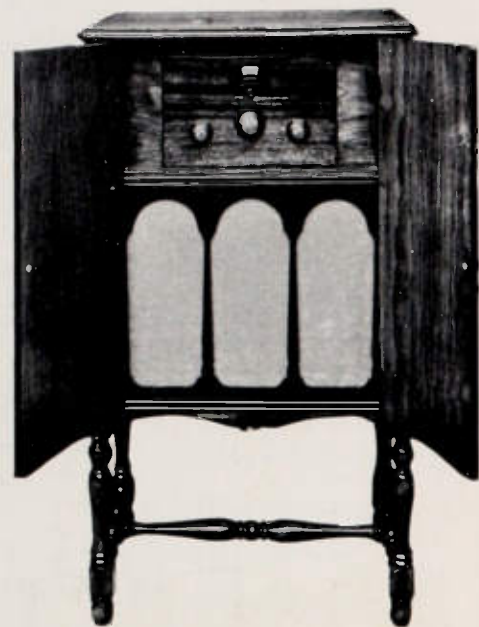
- Radiola 20
- Magnavox Drawer
- Atwater-Kent
- 20-30 or 35
- or any 7x18 panel

Walnut Panel to Match Cabinet if Desired—Ample Battery Space

Genuine Walnut  
With Piano Rubbed Finish  
Equipped with NEW  
Magnavox Cone Speaker

**\$30<sup>00</sup>**  
NET

Dealers, Write for  
Complete Catalogue



## MARTZ CABINET SHOP

Manufacturers of Radio Consoles and Cabinets

727 E. 48th St.

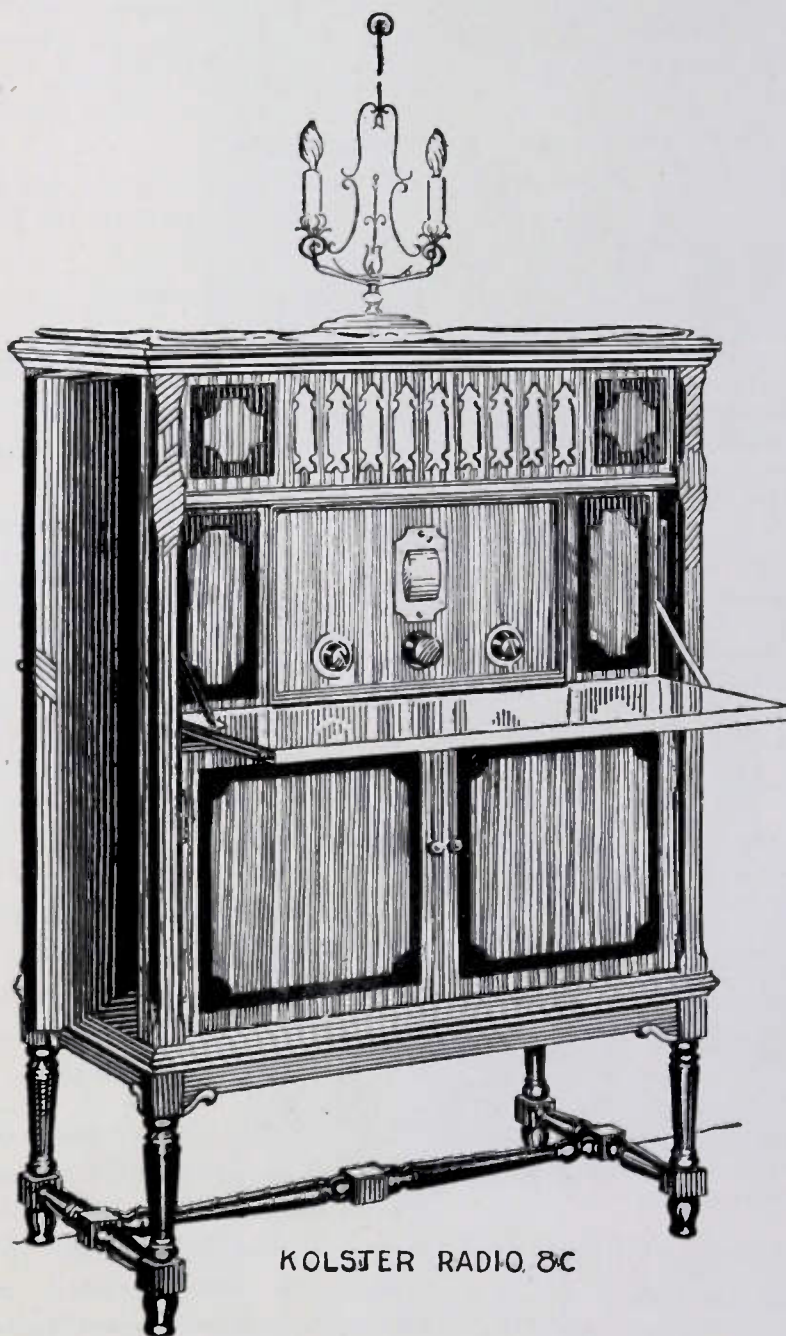
AX. 2434

Los Angeles, Calif.



# KOLSTER RADIO

## at the Summer White House



KOLSTER RADIO 8C

At the Summer White House a Kolster Radio is installed. The finest in radio is properly available for the Nation's Chief Executive.

Others equally discriminating are insistent upon Kolster Radio.

Kolster, with the famous "split circuit," reaches new heights of tone quality and selectivity.

**Kolster Radio**  
**from \$80.00**  
**to \$375.00**



**KOLSTER 8C**  
*(Illustrated)*  
**\$375.00**

*Less Accessories*

# H. Earle Wright, Incorporated

123-139 Second Street  
SAN FRANCISCO

415 East Eighth Street  
LOS ANGELES

# The 1927-28 Radio Season

*No Startling Changes But Many Refinements Will Make for More Profits for All*

**T**HE recent radio show in Chicago and announcements of many new items by leading radio manufacturers enables the trade at this time to look over the lines and intelligently plan what they will sell to the public this fall and winter.

In general it can be stated that there are no startling innovations offered in any of the various types of receivers and accessories. Perhaps the most important announcement is that RCA will issue an a. c. tube that will take the raw current off the light socket and eliminate the necessity of using a conventional A supply.

This tube, however, requires a specially designed receiver and is not expected to make any great inroad in the radio business this year. It is still in the experimental stage and although many manufacturers have designed receivers to use the tube, the greatest sales efforts will be put behind the present type of sets requiring the conventional types of A and B supply.

## **1927-28 Receiver**

In appearance, the receivers announced for the 1927-28 season follow out the trend of compact, flat-faced models of the table type that is readily adaptable to any standard cabinet that a purchaser may choose at the time of buying the set or at some later date when he wants to invest more money in his radio.

Many manufacturers have adopted a standard chassis that can be used with or without cabinets. In some instances the set manufacturers recommend the cabinets of one or more manufacturers, such as the policy followed by Avater Kent. Freed-Eisemann puts out a line of cabinets that can be purchased without sets, if desired. Buckingham sells the chassis and enables dealers to buy cabinets where they will, thus eliminating an extra margin that a set manufacturer must maintain when he buys his cabinets from a manufacturer and resells them to the trade.

The cabinet trend opens many sales opportunities for the dealer, but likewise impresses upon him his responsibility to study cabinet values and their various points of merits, in order to buy better and to use his knowledge in his selling arguments.

In the trickle charger field, the Kodol people seem to hold. Tried and true circuits are still in use and single dials have permanently won their place.

## **Socket Power Devices**

Socket power devices show some progress but no startling changes. The conventional Electrolytic jar or Raytheon tube type rectifier is still used in the B eliminator, while an A battery and trickle charger still seem to be the most reliable source of A supply. However, a few more A eliminators are being introduced.

In the trickle charger field, the Kodol people seem to have put one over. The introduction of the Kuprox dry-plate rectifier to replace tubes and chemical jars causes us all to breathe a sigh of relief. No more trickle charger grief, we hope. Vesta also has announced a dry-plate charger.

An automatic switch eliminating the old manual switch in AB socket powers seems to be the thing this year. And why not?

## **Trend in Loudspeakers**

In the speaker field cones still predominate although there is a tendency back to the horn-type speaker with an extremely long tone travel. It has been recognized that the failure of the horn has been greatly due to the short tone travel. We shall see more improvements in this line.

Recognizing the increased demands for power tubes and the resultant tendencies of the speaker to "rattle", there are several new output filters on the market, among them the Erla, which protects the speaker by preventing high B current from passing through the coils. The Bosch people also have an elaborate output control.

A few representative items illustrating trends in radio manufacture are described and illustrated on this page.

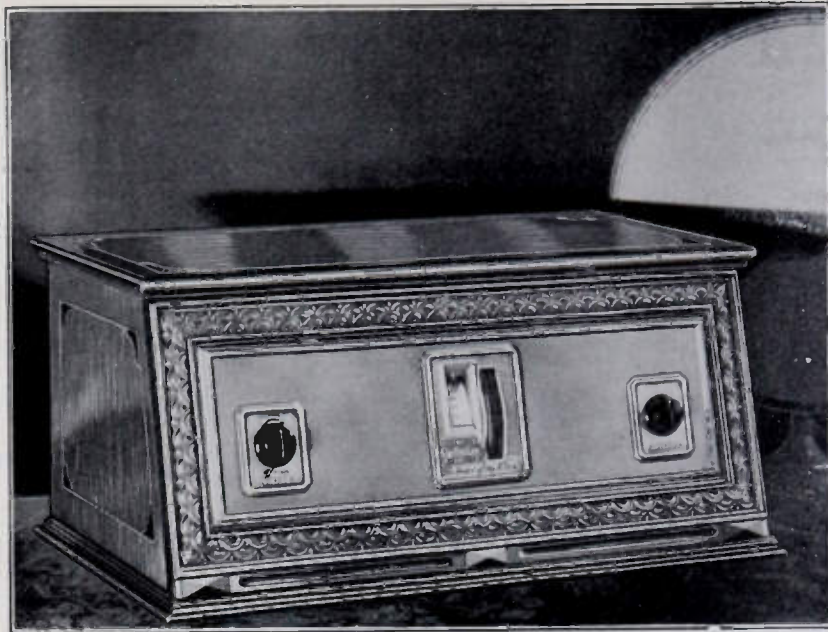
## **Review of the Trends**

**SETS**—Introduction of sets wired for A. C. tube, eliminating A battery. Table models compact and cabinet designs more elaborate, following period styles.

**SOCKET POWER**—Elimination of chemical jar in chargers by improved tubes or dry plate rectifiers. B eliminators much the same. A battery used as "float" in many new A units.

**SPEAKERS** — Cone still predominates. A few more horn-type speakers with exceedingly long tone travel. Often built like a cabinet.





## 2 ways to sell RADIODYNE

**FIRST:** Sell this set to your customers as the best Radio on the market to be had at any price. In this remarkable receiver are incorporated all the latest features as brought out at the Chicago Show. It is a set that will absolutely demonstrate equal to any Radio on the market regardless of price. It lists at \$165.00, with a discount to dealers that allows for a real profit.

**SECOND:** Sell the Chassis listing at \$135.00 to be placed in cabinets which have obsolete radios, or for installation in phonograph cabinets, antique cabinets, etc. There is a growing demand for this class of business, particularly with the higher class of trade. This chassis is absolutely the best available; the very latest thing in Radio.



### Seven Tubes—One Dial Control—Shielded Coils—Illuminated Dial

Very selective, even in large cities. Metal Chassis (stands enormous abuse). Chassis construction fits any cabinet. Perfect tone. Wonderful bass note reproduction. Control from powerful volume to whisper. Large low ratio audio transformers. Condensers have modified frequency cut. Station

calls can be written on dial. Cast aluminum front with bronze panels. Has output filter (protects loudspeaker). Can be used as two dial set by removing screw. Cable 11 feet long.

Range—Maximum.

## Western Coil & Electrical Company

RACINE, WISCONSIN—U. S. A.

# In The Service Man's And Set-Builder's Corner

## Eliminators

Last season some trouble was evidenced with eliminators, some dealers losing heavily selling certain brands. Let us not have a repetition of the last years troubles. Be sure the eliminator you sell is backed by responsible manufacturers and is equipped with all the proper safe guards, and it is also a good thing to see if the manufacturer has local service and replacement stations. There are 200,000 sets in your vicinity that need eliminators. Under certain conditions, particularly with certain types of cabinets it is advisable to have your service man install the eliminator piece by piece in a narrow space of 4 or 5 inch width. There is considerable call for this type of installation.

Dealers can install these or sell the customer the parts and advise the customer of the nearest factory service station, thus avoiding unwarranted service calls which he as the salesman sometimes finds it hard to collect for or advisable to charge for.

## Phonograph Amplifiers

Where a customer has a phonograph and a radio and the radio has only fair audio tone qualities, then by all means sell him a power pack or phonograph amplifier which can be used both to improve his old model radio and to produce results with the phonograph similar to the Orthophonic, Panatropo and Electrola instruments. This can be sold completely wired in a case ready for use or can be easily wired up piece by piece in his own cabinet by your service men. These are simple devices arranged to take current from the ordinary house wiring. There are no variables on them so they will not get out of adjustment, but simply operate automatically when the power switch is turned on.

The price of these power packs ranges from about \$270 for the Radiola 104 type to about \$62 for the 171 kit of Silver-Marshall Company.

Power packs and phonograph amplifiers also vary greatly in the power output and in tone values. For house use you should have about 1350—1100 milliwatts of undistorted power, or the equivalent of

one or two 171 tubes, but for auditoriums the big 210 tubes are recommended and used in parallel with push pull audio, they give you about 5 watts of undistorted power.

Keep a power pack, phonograph amplifier, and magnetic sidings in your store ready for demonstration at all times. They will make sales for you.

## Distance

I believe dealers should do more to protect and help the distance fan. It was he who forced the rapid stride in the development of broadcast receivers and during the past two years while distance has been neglected.

There is a big potential volume of business among a certain class of trade in a reasonably priced set that will get distance. There are a number of hook-ups that can be built up that will really step out and pull in distance at a far more reasonable price than the average buyer realizes.

There is considerable profit for the dealer or professional set builder in this class of business. The profit on the parts will run about 40%, labor can be charged in at a high rate without making the total price to the cus-

tomers too high, and there is still an opportunity to make a profit on selling the customer a cabinet.

As a rough example, the following list of parts total but \$89.45. There are other very excellent hook-ups and parts that may be used.

1 Van Doorn panel, chassis and hardware . . . . .	\$ 8.50
1 Carter .00015 condenser and leak-clip . . . . .	.50
1 Carter 30ln rheostat . . . . .	.50
1 Carter battery switch . . . . .	.50
4 Carter No. 10 tipjacks . . . . .	.40
1 Polymet 2 megohm leaks . . . . .	.25
2 S-M 220 Audio transformers . . . . .	16.00
3 S-M 511 tube sockets . . . . .	1.50
1 S-M 805 Vernier drum dial . . . . .	3.00
1 S-M 275 R F choke . . . . .	.90
1 S-M 342 Midget condenser . . . . .	1.50
1 S-M 515 coil socket . . . . .	1.00
1 S-M 111A coil . . . . .	2.50
9 X L binding posts . . . . .	1.35
1 S-M 320 .00035 condenser . . . . .	3.25
1 Carter M-200 potentiometer . . . . .	.75
2 Carter No. 105 ½ mfd. condensers . . . . .	1.80
1 S-M 511 tube socket . . . . .	.50
1 S-M 805 Vernier drum dial . . . . .	3.00
1 S-M 440 time signal amplifier 112KC . . . . .	35.00
1 S-M 515 coil socket . . . . .	1.00
1 S-M 111A coil . . . . .	2.50
1 S-M 320 .00035 condenser . . . . .	3.25
<b>Total . . . . .</b>	<b>\$89.45</b>

## Suggestions For Increasing Service Department Profits

1. Special bonus monthly to service man who makes most sales of additional equipment rather than replacements.

2. Do not give over 90 days free service. After that time either charge a reasonable price for it or refer the customer to established local service stations which some manufacturers are locating throughout the Western territory.

3. Wherever possible, sell accessories with each item. As far instance, when you sell a speaker it is often advisable for the customer to have an output transformer as well. There are many other instances.

4. Don't let your customer get away. If he doesn't like the sets you have on the floor, or if you cannot exactly satisfy him, suggest that the best thing for him to do is to have a

set built to suit his requirements. Sell him the set complete made up by yourself or sell him the parts and show him how simple it is to put it together.

5. Service men should question owners if they are getting satisfaction, enough distance, and quality and attempt to sell them on tone improvements and more distance.

6. Service men should look out for those who need a hobby and sell them on the construction of their own sets. If you don't want to handle parts this will sell more batteries and tubes for you.

7. If there is a phonograph in the house, sell them on a magnetic pick-up, a phonograph amplifier, a power pack, and similar devices, giving results equal to the newer electric phonographs.



# Mr. Radio Dealer—

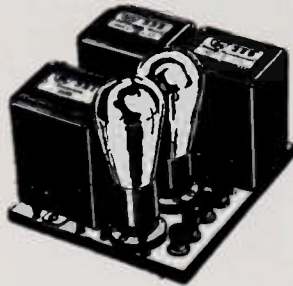
Do you know that right here handy for you we have the largest and most complete line of Radio parts of any jobber in the United States?

# Mr. Music Dealer—

Do you know you can increase your net profits 20% if you will do a little assembly work in your service department or in other local service stations? For example, take the Silver Marshall Unipac. A few reliable parts and an hour's assembly work will give you a radio power amplifier or a phonograph amplifier similar to Orthophonic, Panatropo and Electrola. If you don't want to do the work yourself we will have it done or you can get it done by official local service stations of the Silver Marshall Company.

## Eliminators

This eliminator guaranteed to operate any 10 tube set free from hum and motor heating.

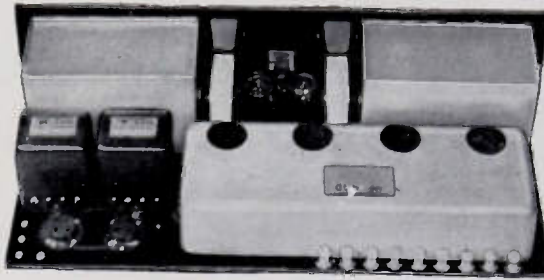


Reservoir "B" can be delivered in parts for you to assemble in your special cabinets or it can be delivered wired, ready to go.

This is not an eliminator of the design of last year but is an up-to-date device with a ballast tube to guarantee it will not hum or burn out. It supplies constant voltage with negligible variation. The base notes do not twitter as with many improperly designed eliminators. Test this against any other for quality of reproduction.

1—#329 Power Transformer.....	\$ 9.00
1—#331 Unichoke.....	8.00
1—#332 Condenser Bank.....	12.50
2—#511 Tube Sockets.....	1.00
1—#653 Resistor.....	2.50
1—#654 Steel Base, with four binding posts, hardware, hook-up wire and assembly instructions.....	1.50
<b>Total.....</b>	<b>\$34.50</b>
<b>Completely Wired.....</b>	<b>\$38.50</b>

## Set builders Super



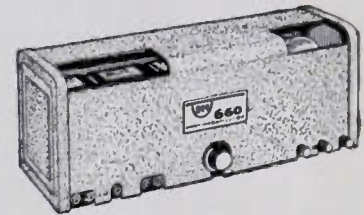
No interference or harmonics. Two main controls and two minor refinements. Specially designed and approved by Christian Science Monitor for long distance American reception. The 220 audios insure perfect reproduction of tone qualities. Nothing better in assembled sets on the market regardless of price.

### PARTS LIST

1—Van Doorn panel and chassis unit, pierced with hardware.....	\$ 8.50
1—Carter .00015 condenser with leak clips.....	.50
1—Carter M-200 potentiometer.....	.75
2—Carter No. 105 1/2 mf. condensers @ .90.....	1.80
1—Carter 3 ohm rheostat.....	.50
1—Carter battery switch.....	.50
4—Carter No. 10 tipjacks @ .10.....	.40
1—Polymet 2 megohm leak.....	.25
2—S-M 220 audio transformers @ 8.00.....	16.00
2—S-M 805 vernier drum dials @ 3.00.....	6.00
1—S-M 275 RF choke.....	.90
1—S-M 342 condenser.....	1.50
1—S-M 440 time signal amplifier 112, K. C.....	35.00
2—S-M 515 coil sockets @ 1.00.....	2.00
2—S-M 111A coils @ 2.50.....	5.00
9—X-L binding posts @ .15.....	1.35
2—S-M 320 .00035 condensers @ 3.25.....	6.50
<b>Total.....</b>	<b>\$89.45</b>

You can assemble this set and sell it to a satisfied customer \$100 under the market and make 20% more than you could possibly make with the same customer on any factory built unit.

## Phonograph Powerpachs



Made specially to plug into your radio or your phonograph and provide the rich, low base notes through push pull transformers that cannot be obtained in any other way. The volume depends on the tubes used and the various models of Unipacs give you from living room volume, using 660-171, to volume enough for an auditorium in 660-210.

### Parts as Follows for 660-171

1—#329 Power Transformer.....	\$ 9.00
1—#331 Unichoke.....	8.00
1—#230 Push Pull Input Transformer.....	10.00
1—#231 Push Pull Output Transformer.....	10.00
4—#511 Tube Sockets.....	2.00
1—Tobe #660 Condenser Block.....	12.00
1—#655 Resistor.....	2.50
1—Frost #834 Potentiometer (1000 ohms).....	1.25
4—Frost #253 Tip Jacks.....	.60
1—Van Doorn #661 Steel Chassis and Cabinet, with hardware.....	6.00
3—Eby binding posts (B—, +45, +90).....	.45
25 ft. Kellogg fabricated hook-up wire.....	.20
<b>Total.....</b>	<b>\$62.00</b>
<b>Completely Wired.....</b>	<b>\$72.00</b>

You should never sell a loud speaker without also selling a #222 output transformer to protect the speaker from the voltage hum and in other ways improve the quality. There are 400,000 sets in your vicinity that need output transformers and you can increase your net profits 50% by selling this \$8.00 item, which comes equipped with an extension cord so any child can install it.

All the old sets need new audio transformers. We carry in stock at all times over 500 #220 audio transformers. A pair of these at \$8.00 list each will make your old set work like Alladin's Lamp.

# RADIO SUPPLY CO.

912 South Broadway, Los Angeles, California

Mail Orders Shipped the Day Received

We Carry the Stock for YOU

# ATWATER KENT RADIO

## Little town or big town *the story is the same*

WITH no object except getting the FACTS, the American Press Association made a survey this year among the newspapers of 6,000 towns under 25,000 population.

The newspapers, in turn, had the radio dealers of their towns answer the questions.

Result of the most important question:

Q "What radio set is the best seller?"

A *Atwater Kent* FIRST—by more than 2 to 1.

In small towns as well as big towns, merchants who concentrate on *Atwater Kent* Radio concentrate on the radio people really want and buy. Figures as well as common knowledge prove it.

ATWATER KENT MANUFACTURING COMPANY  
4756 WISSAHICKON AVE. A. Atwater Kent, President PHILADELPHIA, PA.

EVERY SUNDAY EVENING:—The *Atwater Kent* Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

WEAF . . . . .	New York	WGR . . . . .	Buffalo
WEEL . . . . .	Boston	WOC . . . . .	Davenport
WRC . . . . .	Washington	KSD . . . . .	St. Louis
WSAI . . . . .	Cincinnati	WWJ . . . . .	Detroit
WGN . . . . .	Chicago	wcco . . . . .	Mpls.-St. Paul
WCAE . . . . .	Pittsburgh	wcy . . . . .	Schenectady

Prices slightly higher from the Rockies West, and in Canada  
Write for illustrated booklet of *Atwater Kent* Radio



MODEL E RADIO SPEAKER. The result of nearly three years' laboratory work. Faithfully covers the entire range of musical tones, from the lowest to the highest register. With 9 feet of flexible cord. \$30.



MODEL 35, six-tube, ONE Dial Receiver. Crystalline-finished cabinet; gold plated ship-model name plate, decorative rosettes and power supply switch. \$65.



MODEL 30, six-tube, ONE Dial Receiver. Solid mahogany cabinet; gold plated name plate, power supply switch and vernier knob. \$80.



MODEL 33, six-tube, ONE Dial Receiver. Antenna adjustment device assures unusual selectivity. Solid mahogany cabinet; gold plated name plate, power supply switch and vernier knob. \$90.



MODEL H RADIO SPEAKER. Entirely of metal. Crystalline finished in two shades of brown. With 9 feet of flexible cord. \$21.



# Dealers —

We Make a Specialty of Stocking Only Standard  
Nationally Advertised Radio Merchandise that  
Sells, Gives Satisfaction and Stays Sold . . . .



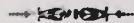
AALCO Shielded Coils  
ACME Apparatus, Eliminators, Parts,  
Speakers  
ACME Celastite Wire  
ACME Raytheon Chargers  
ADVANCE Crystal Detectors  
AERIAL Balls  
AERO Coils  
AEROVOX Products  
AIR KING Transformers  
ALL AMERICAN Receivers, A. C. and  
Battery Operated, also Transformers,  
Eliminators and Speakers  
AMATEUR and Broadcast Books  
AMERICAN Radio Hardware, Sub-Panel  
Brackets  
AMERTRAN DE LUXE, Regular and  
Power Transformers  
AMPLEX Receivers  
ARTCO Coils  
BALDWIN (Nathaniel) Units and  
Speakers  
BALSA Wood Speakers and Speaker  
Kits  
BATTERY Mats  
BELDEN Fused Cables and Fuses  
BRACH Phone Plugs  
BREAKNOT Hydrometers  
BRIDGEPORT Screw Drivers  
BROWNING Antennaliminators  
CARTER RADIO CO. Parts, Rheostats,  
Switches, Etc.  
CANNON BALL Headsets and Speakers  
CARBORUNDUM Crystals and Units  
CELATSITE Wire and Buss Bar  
CENTRALAB Products  
CERTIFIED Condensers  
CHIEF Crystals  
CLAROSTATS—Regular and Heavy  
Duty  
CRESCENT Magnet Wire  
CRESCENT Transformers

DAVEN Products  
DICTOGRAPH Units  
DUBILIER Condensers  
DUDLO Wire  
EBY Products  
EKKO Ground Clamps  
EKKO Phonograph Attachments  
ELECTRAD Products  
ELEC-TRU-TONE Phonograph  
Attachment  
EXTENSION Cords and Connectors  
FILTROLA Station Selectors  
FONETEX Cone Paper  
FORMICA Panels  
FRANCO Batteries  
FRICTION Tape  
FROST Products  
FUSES  
GEE VEE Ground Clamps  
HART & HAGEMAN Products  
HOOD Panels  
HOOSICK Products  
HYATT Portable Radios  
HYDROMETER Floats  
JEFFERSON Products  
KELLOGG Units  
KESTER Solder  
KUPROX Units and Chargers  
KURZ-KASCH Products  
LA MORE Set Controls  
LANSING Cone Speakers  
LENK Solder and Blow Torches  
LINCOLN Crystals  
LITTLE WONDER Screw Drivers  
LYNCH Resistors and Products  
McDONALD Howl Arresters  
MAGNATRON Tubes  
MARCO Products  
MASTER Craft Tube Rejuvenators  
MELODY Ship Speakers  
MODERN Tube Shields  
NAALD Products

NATIONAL Dials, Kits, Etc.  
NEWCOMB-HAWLEY Speakers  
NEWCOMBE Hawley Horns  
NOKORODE Soldering Paste  
PACENT Phonovox Phonograph  
Attachments  
PENN Cone Speaker Kits  
PHASATROLS  
POLYMET Plugs  
PORTABLE Phonographs  
POWERIZER, B Eliminators, Power  
Amplifiers  
RADIO Cables, 100-ft. Spools  
RADIO Ribbon, Talking Tape  
RAYTHEON Tubes—B, BH, BA350,  
also Cartridges  
RCA Tubes  
READRITE B Battery Meters and  
Testers  
SHIP MODELS  
SILVER-MARSHALL Full Line  
SILVER BEAUTY Chargers  
SPAULDING Bakelite Panels and  
Tubing  
SPEEDWAY Electric Drills  
STEINITE Aerial and Station  
Eliminators  
STERLING Products  
SUPER Antenna Balls  
TAB Rechargeable A and B Dry  
Batteries  
THORDARSON Audio Power  
Transformers, Chokes and Chargers  
TOM MACK Crystals and Detectors  
TRAV-LER Portable Sets  
UNIVERSAL Battery Clips  
VACUUM Grip Pliers  
WESTON Plugs and Meters  
WINDSOR Table and Cone Speakers  
WIRELESS RADIO Products  
YAXLEY Products

*Free Delivery*

We Prepay Shipments to All Southern California Points



## HERBERT H. HORN

Prompt Service and Courteous Treatment

Mail Orders Promptly Filled

1629 S. Hill St.

Phones: Westmore 1713, 1543

Los Angeles

## RADIO IS BETTER WITH BATTERY POWER



## Here is *Battery* Power in its most economical form

BATTERY Power has many advantages possessed by no other source of electricity. Batteries give pure DC, Direct Current, steady, quiet, noiseless, uniform, taking nothing from and adding nothing to radio reception.

B-power supply from batteries is reliable, for it is independent of all outside occurrences. No line troubles or blown-out fuses can stop your customers' radio reception if they use batteries. After months of perfect service, batteries give warning in plenty of time when new ones are needed. Your customers need never miss a single concert from a battery-run receiver.

The reason that the Eveready Layerbilt has to be replaced so seldom lies in its construction. No other battery is like it. See the illustration above. It is built in layers of current-producing

materials. This system packs more active materials in a given space, and makes those materials produce more electricity.

In laboratory tests and in actual home use during the last two years the Eveready Layerbilt "B" Battery No. 486 has proved itself to be the longest-lasting and therefore most economical Eveready "B" Battery ever built. Because it is the longest-lasting it is also the most convenient.

For greatest economy, satisfaction and reliability in radio, sell the Eveready Layerbilt No. 486, for every test has proved it to be the longest-lasting Eveready "B" Battery ever built.

NATIONAL CARBON Co., Inc.  
New York San Francisco  
Atlanta Chicago Kansas City



Unit of  
Union Carbide and Carbon Corporation

## Atwater Kent Becomes RCA Licensee

The most important case in the history of radio patent litigation has been settled, it is announced, by an agreement signed between the Atwater Kent Manufacturing Company and the Radio Corporation of America. The agreement came as a result of negotiations carried on during the past week by A. Atwater Kent, and David Sarnoff, Vice-President and General Manager of the Radio Corporation of America.

The licensing agreement, it is stated, provides for payment by the Atwater Kent Manufacturing Company to the Radio Corporation of America of royalties on sales of radio receiving sets manufactured by the Atwater Kent Manufacturing Company since January, 1923, when the latter organization began the production of tuned radio frequency receivers.

The terms of royalties on future sales, it was announced, are based on the standard RCA licensing agreement of 7½ per cent.

The two big rivals in the radio industry conducted their negotiations directly through Mr. Kent and Mr. Sarnoff.

On Wednesday, July 27th, the Sunset Electric Co., Seattle, was host to some two hundred Atwater Kent dealers in a one day convention held at the Olympic Hotel. Discussions of the new Atwater Kent complete line were held. Dr. E. J. Cattell of Philadelphia gave the feature address of the day.

A banquet and Parisian revue was held in the evening. George Samis of the Portland branch of the Sunset Electric Company acted as toastmaster.

Fred T. Newport, formerly with the Robertson Electrical Corporation has opened a radio repair and service shop at 411 West Fifth St., Los Angeles.

## Classified Advertising

**POSITION WANTED**—By piano and musical mdse. executive. Over 20 yrs. as dealer-manager and active sales head, buying, etc. Will consider connection Middle West or Pacific Coast. Must be permanent. A-1 references. Wire or address, W. Dell Turner, 1859 West 85th St., Los Angeles, Calif.

**FOR SALE**—Well established Music Store in fast growing section of Oakland, Calif. Satisfactory reason for selling given if you mean business. Address Box Z, Western Music Trades Journal.

## Good Location for Radio Store

CLOSE IN—NO COMPETITION

REASONABLE RENT ON LEASE IF DESIRED

THIS STORE CAN BE SEEN FOR MILES DOWN  
A PRINCIPAL BOULEVARD. IT IS RIPE.

See Building on Northwest Corner of Jefferson and  
San Pedro Streets

Phone Owner

WEStmore 4327



# Are You Fishing for Business With the Right Kind of Bait

"We believe that the most important factor in manufacture is—not selling, or distribution, or advertising. It is the product itself."

And that applies to distributor, dealer and agent, as well as to the manufacturer.

To have the right product to sell—right from the customers point of view—is of greater importance than clever salesmanship, advertising, or personal influence.

Buescher instruments are not only "right" with the buying public, they are in "demand." And the merchant who has Buescher instruments to sell, is selling.

Write for the Buescher Proposition for the fall of 1927. It will pay you to investigate.

*Wholesale Department*

**BUESCHER**  
*True Tone*  
Band and Orchestra  
**INSTRUMENTS**

ELKHART, INDIANA

*Western Dealers and Agents may address their nearest distributor as follows:*

PACIFIC MUSIC CO.  
1615 Third Avenue  
Seattle, Washington

SEIBERLING-LUCAS MUSIC CO.  
151 Fourth Street  
Portland, Oregon

H. C. HANSON MUSIC CO.  
137 Powell Street  
San Francisco, California

SOUTHERN CALIFORNIA MUSIC CO.  
806-808 So. Broadway  
Los Angeles, California

DAYNES-BEEBE MUSIC COMPANY  
61 Main Street  
Salt Lake City, Utah

SAMPSON MUSIC CO.  
913 Main Street  
Boise, Idaho

50  
The Subject....  
In Musical Homes....  
In Studios....  
Among Dealers...  
Is....

# The "Chromatic Glissando"

The revolutionary evolution  
of the Piano Keyboard

\* \* \*

The one advanced step in perfecting the piano over a period of fifty years.

\* \* \*

A device that is helpful to the finished pianists as well as to the student.

\* \* \*

A mechanism that eliminates mechanical playing and gives to the fingers added power for interpretive expression.

\* \* \*

A boon—not only to the player but to those who listen.

\* \* \*

An invention that did not wait for public approval, but received acclaim when first introduced.

\* \* \*

The demonstration of the Chromatic Glissando keyboard at the Starr Salesrooms and the Western wholesale branch proved conclusively that the public is vitally interested in advanced methods.

\* \* \*

The Chromatic Glissando is an exclusive feature with the Starr Piano, and is embraced in no other piano in the world.

\* \* \*

You are cordially invited to "drop in" to the salesrooms and enjoy a demonstration of this marvelous device that places the piano on a higher plane and increases its interpretive qualities. Come in to-day, to-morrow or anytime and play the Chromatic Glissando keyboard.

You will be delighted with its possibilities.

## The STARR PIANO COMPANY

1344 SOUTH FLOWER STREET  
LOS ANGELES, CALIFORNIA

680 Howard St.  
SAN FRANCISCO

Fifth & Flanders  
PORTLAND